

FINAL

**Mulberry School Board of Trustees Meeting Minutes
Sep 28, 2022**

This meeting of the Mulberry School Board of Trustees was called to order at 6:37pm at Mulberry School and via Zoom.

Voting Trustees Present in Pe

Cheri Goodman
Tiffany Coletti Kaiser
Nicole Loventhal
Michelle Coddling
Timothy Wood

Voting Trustees Present via Zoom

Malika Adam
Bill Pfahnl
Fatosh Hacigumus

Non-Voting Trustees Present in Person

Kara Riordan HOS

Guest

Julie McClung

Motion to approve agenda. Cheri moves, Bill seconds, all in favor.

Motion to approve minutes from July 28. Tee moves, Timothy seconds, all in favor.

Motion to approve minutes from Aug 27 Board Workshop. Malika moves, Tee seconds, all in favor.

Timekeeper: Nicole

Marketing Update

Tee presents an update on the marketing investment and results for the past month:

Google Ad target demographics have been expanded to include zip codes further North (Campbell) and East (past Almaden Valley). They also continue to target families moving into the area. The Cost Per Click has increased slightly because of the expansion.

The elementary school has been getting inquiries for 2023-2024 only, although there may be increased interest shortly as some families consider switching schools in January.

The preschool has had 11 inquiries, has conducted 3 tours (for 2022-23 and 23-24), and has 4 more tours being scheduled.

Marketing has used 91% of the budget allocation for this effort.

Next Steps:

- schedule open house dates asap
- publish updated content for PS domain
- postcard retargeting goes live shortly with a slightly larger postcard size to stand out in the mail

Bill asks whether marketing will provide content for social media posts. Tee confirms that content is being created, to be distributed across social channels by the Board, Room Parents and PAC.

Strategic Development Update

Tee presents an update. She has held 1 on 1's with potential new members of committee - Julie McClung and Sara Tavernise. Julie McClung introduces herself - she has a daughter in second grade at Mulberry, and has joined the Strategic Development Committee.

Strategic Development's 4 big initiatives for this year:

1. First Annual Mulberry golf tournament - likely at Almaden Country Club in the spring, around the time of Stepping Out. Goal is a minimum of 20 groups of 4 to start.
2. Stepping Out - search has been started for someone to donate their space in the spring, possibly a weekday night.
3. Magic of Mulberry (MoM) - have had discussions with Kara and Sara Tavernise and Sara will participate in this effort when possible. Timing has been updated to begin after parents are in the classroom, so that parents can see the magic on campus and better understand Mulberry's mission. The focus will be on bolstering the Mulberry community.
4. Stated goal of raising \$2million over next 18 months. They are considering how to garner ongoing support from small business and corporations that have give back programs.

Enrollment Campaign

Nicole shares ideas for an enrollment campaign such as offering discounts to siblings. Cheri has reviewed the bylaws and there are no restrictions on the enrollment campaign ideas being discussed - they are at the discretion of administration.

The current enrollment campaign offers a \$1000 tuition reduction to current families who refer other families. Fatosh suggested that this discount could be offered to the referring family and the new incoming family.

Julie McClung leaves the meeting at 6:58pm

EXECUTIVE PORTION

Governance: Policy on Term Limits

Cheri presents a one time addendum to the Board's bylaws to suspend the term limits temporarily, in the interest of continuity of leadership, allowing trustee terms and roles that end before Dec 31, 2023 to be extended for one additional year, via election. The full addendum is attached at the end of these meeting minutes.

Motion to approve a one time addendum to Bylaws, concerning term extensions. Timothy moves, Tee seconds, all in favor.

Administrative and Head of School Report

Kara provides an update with key points:

Elementary enrollment - JK added 2 students from the preschool, and is currently at 14 students. A 3rd grader is in the enrollment process and will likely have a sibling join.

Preschool Enrollment - 10 families are using early morning dropoff. A new family with twins will start next week.

Deanna and Mercedes are conducting weekly tours, and will attend the Las Madres Preschool Fair.

Michelle Shanks Consulting CFO will end her service at the end of October.

Staffing - hired the final PS teacher. Maintenance search is ongoing.

Leadership/Education - Kara and Timothy are meeting to discuss CAIS accreditation and confirm a WASC visit day.

Finance Committee Update

Malika Adam provides a Finance update. Malika presents a balanced budget for the 2022-23 school year. She added additional columns for ongoing measurement of alignment with the budget, for monthly Board review. Cash Flow statements are in progress.

The Board thanks Michelle Shanks for her work as Consulting CFO, as this is her final meeting.

Motion to approve budget that Malika has presented. Bill moves, Cheri seconds, all in favor.

Nicole reminded everyone of the confidentiality requirement for these meetings and reviewed the

The meeting was adjourned at 7:47pm.

Key Takeaways:

Motions Approved:

Agenda for this meeting approved.

Minutes from July 28 approved.

Minutes from Aug 27 Board Workshop approved.

Updated bylaws for term extensions approved.

2022-23 balanced budget approved.

One-time Addendum to the Mulberry Bylaws: Modifications to Article 3

In light of the critical period Mulberry School is currently in and the need for strategic continuity and experienced leaders during this time, we the Board of Trustees agree to temporarily suspend the term limits laid forth in Sections 3.7 and 3.11.5. Any trustee whose term ends before December 31, 2023 may be re-elected to one additional one-year term. Core trustees (Chair, Vice-chair, Finance chair, Secretary) may also be elected to one additional year in office if their term ends during this period.

Approved September 28, 2022