

FINAL

**Mulberry School Board of Trustees Meeting Minutes
Jan 18, 2023**

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

Voting Trustees Present in Person

Cheri Goodman
Nicole Loventhal
Bill Pfahnl
Tiffany Coletti Kaiser

Voting Trustees Present via Zoom

Malika Adam
Michelle Coddling
Timothy Wood
Fatosh Hacigumus

Non-Voting Trustees Present in Person

Kara Riordan HOS

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

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

Timekeeper: Nicole

Development Update

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

The Magic of Mulberry campaign is complete, and reached 136% of the budgeted goal.

Motion to approve budget to move forward with a spring apron & cookbook fundraiser initial investment of \$5000, taken from existing marketing funds. Cheri moves, Bill seconds, all in favor.

A discussion ensued around including fundraising in the Fun Run. This needs administration's approval.

A discussion ensued on auctioning naming rights in an online auction. This may include the stage, the garden, parking spaces etc.

Motion to approve naming & signage auction for school year next year. Bill moves, Timothy seconds. All in favor.

Tee requested a motion to begin outreach to Alumni before the Spring Event is finalized. No motion is needed, and Tee can move forwards with this fundraising and reengagement effort.

Development is approaching corporate donors for donations and support.

EXECUTIVE PORTION

Marketing Update

Tee presents an update on Marketing. Key points include:

Postcards have been sent to website visitors, resulting in almost 20% of recipients returning to the website. Direct website traffic also increased significantly after postcards were sent to specific zip codes.

SEO updates - year over year "Mulberry Preschool" searches increased. There were major increases in website visits following searches for "private preschool", "private preschool near me", "best preschool near me", "play based preschool".

Content creation - 3 pages of content are being built around parent participation, including how it positively affects students academic achievements. Content will also including topics on Social Emotional Learning, project-based learning, positive discipline, play-based preschool. The content will be posted across several platforms.

Timothy leaves Zoom and joins the meeting in person

Tee requests Google reviews about peoples' experiences at Mulberry and several board members commit.

Tee stresses the continued need for data tracing what happens once interested parties leave the website and contact the school in order to determine whether the increased interest is resulting in conversions (enrollment).

Finance

Malika presents:

There are no significant changes or departures from expected figures this month.

The board discusses the challenge of projecting enrollment levels (including likely new families) for planning and budgeting purposes.

Motion to remove the 4 day program from the preschool tuition letter and general communications, and to leave the current tuition schedule and early dropoff options as they are. Cheri moves, Timothy seconds. All in favor.

Fatosh departs

Charting Mulberry's Future Update

The board discusses ways to increase revenue and decrease expenses, and notes that there are several factors to consider for planning purposes, including the new fundraising efforts around alumni and corporations and the increased interest due to marketing that will take time to result in enrollment.

Motion to continue ongoing planning for the 2023-24 school year. Cheri moves, Nicole seconds. The motion passes.

CAIS Update

The draft is due by Friday, January 20, and outstanding items will be flagged for completion. The deadline for uploading the Self Study is February 1.

General Discussion

Regarding fundraising, Tee offers a script for board members to personalize and use to reach out to networks to solicit donations.

The Board discusses how to recruit more members.

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

The meeting was adjourned at 9:07 pm.

Key Takeaways:

Motions Approved:

Agenda for this meeting approved.

December minutes approved.

\$5000 budget for the initial investment for the spring apron fundraiser approved.

Naming & signage auction plan approved.

Remove the 4-day preschool program from the tuition letter and general communications, and leave the current tuition schedule and early dropoff program as is.

Continue ongoing planning for the 2023-24 school year.