

**FINAL**

**Mulberry School Board of Trustees Meeting Minutes  
Feb 15, 2023**

This meeting of the Mulberry School Board of Trustees was called to order at 6:35 pm at Mulberry School and via Zoom.

**Voting Trustees Present in Person**

Nicole Loventhal  
Bill Pfahnl  
Timothy Wood  
Michelle Coddling

**Voting Trustees Present via Zoom**

Malika Adam  
Tiffany Coletti Kaiser  
Fatosh Hacigumus  
Cheri Goodman

**Non-Voting Trustees Present in Person**

Kara Riordan HOS

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

*Bill arrives in person*

January minutes to be sent via email for review.

Timekeeper: Cheri

*Timothy arrives in person*

**Marketing Update**

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

Google ads appeared over 24,000 times, Meta ads over 128,000 times, driving clicks to the site. The image-based LinkedIn campaign drove twice as many clicks to the site as in December. Referral traffic increased significantly, driven by fresh content. A swag producer was identified and orders will be directly from their website.

**Development Update**

Tee presents an update on Development. Key points include:

Invitations to the spring event will be mailed in the next 2 weeks. Planning is ongoing, there will be an online and live auction.

## **EXECUTIVE**

### **Head of School Report**

Kara presents updates:

The CAIS self study has been submitted, and the final piece remaining is the audit. All information for the audit has also been submitted. We will get an ETA on when the audit is complete soon. The school visit from the CAIS team is planned for March and the cost has already been included in the annual budget.

Administration is considering 2 proposals (1 in progress) to file the ERTC tax credit.

Staffing updates - a new Grade 2 classroom aide and playground support person was hired. A garden program coordinator was hired, and admin has hired a spanish teacher candidate. Kara notes that she will need to make more hires for 2023-34, and is awaiting budget approval to make employment offers.

A brief discussion ensued on whether to take deposits to join the preschool waitlist. No decision was made.

### **Finance Update**

Malika presents:

There is a projected deficit for this year, and information will be firmer at the next board meeting. Tee notes that the results of 2022-23 fundraising efforts won't be known until June. The 2023-24 school year's budget is under consideration. The deadline for reenrolment is in 2 days, and will provide insight into budgeting for next year. Kara notes that JK and K enrollment, typically the highest enrolled grades, historically happens throughout the summer.

### **Charting Mulberry's Future Update**

Michelle presents:

Discussions with a sustainability consultant who was a referral from several sources were helpful, and the board discussed moving forwards with an initial engagement.

Motion to approve budget for an initial engagement with the sustainability consultant, up to \$3,200. Bill moves, Timothy seconds. All in favor.

The board discussed current lease costs, and ways to fully utilize the space. The board also recognized the need to examine the 2023-24 budget.

### **General Discussion**

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

The meeting was adjourned at 8:46 pm.

**Key Takeaways:**

Motions Approved:

Agenda for this meeting approved.

Budget for an initial engagement with a sustainability consultant approved.