

**Los Gatos-Saratoga Observation Nursery School  
Board Meeting Minutes  
October 2, 2012**

**Board Members (Voting and Non-Voting) Present:** Eric Rider, Priscilla Amend, Amy Williams, Cristina Villarreal, Tania Vong, Shelly Moss, Tandem Hayden, Martina Kocianova, Dominic Giacalone, Kirsten Lundstrom, Vaughan Sheridan

**Other Parent Present:** Ximena Domagalski

**Administrative Director: Jane Krejci**

- I. **The meeting was called to order at 7:15 P.M.**
- II. **Review and approval of August 28, 2012 minutes.**
  - A. Motion to approve August 28, 2012 minutes made by Cristina, 2<sup>nd</sup> made by Tania, all in favor.
- III. **Chair Report (Priscilla):**
  - A. Motion to approve Ximena Domagalski as Miscellaneous Fundraising Chair – eScrip/Scrip for the 2012-2013 school year made by Kirsten, 2<sup>nd</sup> made by Eric, all in favor.
  - B. Motion to approve Linda Hutchins-Knowles as Social Chair for the 2012-2013 school year made by Tandem, 2<sup>nd</sup> made by Martina, all in favor.
  - C. Motion to approve Michele Moore as Health and Safety Coordinator for the 2012-2013 school year made by Kirsten, 2<sup>nd</sup> made by Eric, all in favor.
  - D. Motion to approve Rusti Icenogle as Auction Co-Chair for the 2012-2013 school year made by Amy, 2<sup>nd</sup> made by Dominic, all in favor.
  - E. The Board is now full!
  - F. Executive Committee voted 4-0 to update the LGSONS Operating Policies and By-Laws with changes to more closely reflect the Secretary's duties and the meeting minutes process.
- IV. **Administrative Director Report (Jane K.):**
  - A. We move to Saratoga Springs on October 8<sup>th</sup> and will be there for three weeks at least. Depending on the weather, etc., the teachers may decide to stay an additional week.
  - B. Met with Los Gatos Parent Preschool and Saratoga Parent Nursery School and at both schools, enrollment is down. (12 out of 18-21 for one Los Gatos class; only 12 families for Saratoga; two Saratoga teachers left in August)
    - i. Suggests that the climate for preschool (at least co-ops) is changing.
    - ii. It was suggested that there could be a link to the availability of free pre-K programs with public schools.
    - iii. Visited Peace Village Preschool and donated some of the duplicate supplies and materials she had culled from the Schoolhouse this summer.
      1. They are very open to a relationship, even asking what could they do for Mountain School.
      2. It is an opportunity to help a like-minded preschool and expand the number of schools with a Mountain School type philosophy.
    - iv. Preparing for the Fall Picnic on October 7. Families will be able to get a preview of the new facilities additions, including the building slats, Worm Hotel, and Growing Box.
- V. **Lead Teacher Report (Marie):** No report.

**VI. Voting Chair Reports:**

- A. Secretary (Kirsten):** Finalized the Operating Policies and By-Laws. Has sent electronic versions to the Board, to the Webmaster for posting, and will post hard copies at the Schoolhouse during the Fall Picnic.
- B. Treasurer (Dominic):** Taking care of the last minute departures and additions to this year's roster. Receiving checks for the Turkey Trot.
- C. Information/Marketing (Tania):**
  - i. Information**
    - 1. Tania is attending the Las Madres Education Fair on November 4<sup>th</sup> from 11:00 AM to 4:00 PM.
      - a. It was suggested that perhaps some Board members could take some slots at the fair so she wouldn't have to be there all day. She will send a note to the Board email alias calling for volunteers.
    - 2. This is not part of Information, but Tania also mentioned that there are 14 more slots available for the upcoming Fall Camping Trip.
  - ii. Marketing**
    - 1. Red Tricycle ([www.redtri.com](http://www.redtri.com)): A website that lists Bay Area activities for kids and families. Tends to focus on SF but can sometimes talk about organizations, etc. in the South Bay. Tania will investigate what potential opportunities there might be with them (spotlight, event listing, etc.).
    - 2. Follow up to last month's discussions
      - a. News Article Idea:
        - i. Tandem's husband said no to writing an article for the Mercury News.
        - ii. We discussed the idea of finding someone in the school community who could write an article and then find another person who could shop this article to various media outlets. (No specific action item for this.)
        - iii. Mercury News Photographer Jim Gensheimer, is affiliated with Mountain School (alumna) and could potentially be a lead. (No specific action item for this.)
      - b. YouTube and/or website videos:
        - i. Priscilla thought Teacher Marie's school philosophy talk at the New Parent Orientation meeting would be a great subject for a video. Eric said that he could videotape and or make a high quality audio recording of Teacher Marie. Priscilla was going to see if T. Marie would be amenable. In addition, Eric said that he is already filming video in class when he attends and perhaps T. Marie's talk could be overlaid with video and pictures.
      - c. Facebook:
        - i. Anne-Michelle changed the name of the school page so that now both the alumni and the school page come up in a search that contains "LGSONS," allowing people to select the correct group/page to join/like.
        - ii. More people are posting and liking.
        - iii. Kirsten was added as an administrator to the page.

- d. Yelp:
  - i. Both Michele and Mary completed Yelp reviews, but as of the last time Priscilla had checked, Mary's had been removed. Yelp has unusual metrics that they use to rank/keep reviews, depending on a number of factors including the amount of reviews the users have made.
  - ii. Tandem and Kirsten said they'd do reviews in January after they had time to do some other reviews first.
  - iii. Talked about having others do reviews prior to January but didn't make assignments.

**D. Registration (Martina):**

- i. Petition: Parent of a child in the Friday 2's class requested a leave of absence from November 28 through January 2 for an extended family visit to a foreign country. Motion to approve request made by Kirsten, 2<sup>nd</sup> made by Cristina, all in favor.
- ii. All classes are filled, with the exception of the Saturday Afternoon class. Three spots remain open for that class.
- iii. The question was asked if there might be a possibility for a Saturday 2's class in the second semester. Jane said that most likely not.
- iv. There are waitlists for the 2's and 3's classes.
- v. There is a new family joining the 4/5's class, bringing the class count to 19. There is also a new family joining the Sat PM class, bringing the class count to 15.

**E. Forms/Correspondence (Shelly):**

- i. There are still one or two families who have not submitted their TB test results. Shelly had communicated who those families were to the head teachers of those classes. Jane will follow up with those teachers to see that those families are compliant, or not attending class until they are.

**F. Programs (Cristina/Julia):** Cristina reported:

- i. October 3, 2012: John Hunter – Common Ground Series: Inspire Great Thinkers: Building a Generation of Leaders
- ii. October 18, 2012: Jane Nelson, ED - Positive Discipline for Developing Capable Young People
- iii. October 25, 2012: Karen Ross, MA, RD Healthy Eating Habits for Children
- iv. General Meeting: Has to finalize their first choice speaker but does have a good back up if that falls through.
- v. For all the Mini-Courses they have scheduled so far this year, they have only spent about \$550 of the \$2,500 budget. Good work!
- vi. There was some discussion on how to handle reminders to the school community regarding upcoming programs.
  - 1. Currently, these are not being sent out via email by the Program Chairs, but they are listed in the Newsletter, on the website and will be in Priscilla's monthly Board Announcements emails.
  - 2. Cristina asked if these programs with links could be listed on the School Calendar, and Vaughan said that he could do that, but that he had an immediate timing issue in the next couple of weeks.
    - a. Tandem added to the idea and thought more events/deadlines etc. should be added to the calendar.

3. This also led to some discussion regarding the Newsletter vs. Board Announcements for the time-sensitive information the community receives. Tandem, Amy and Kirsten suggested that the vehicle should be consistent, either making the monthly Board Announcements the place for this information or conversely increasing the frequency/regularity of the newsletter and having that be the vehicle. Priscilla suggested postponing the discussion to next month's meeting after she has sent out her first Board Announcement email so that we have something to compare.

- G. Facilities (Tandem):** Jane, Tandem, and William are planning their walk through this month so there will be more to report in our next meeting. Still hasn't received a binder from the previous Facilities Chair. Will follow up again.
- H. Purchasing (Yumi):** Priscilla reported for Yumi that she has a huge list of supplies needed for the Emergency Kits, which are in need of updating. She is working with Michele on that project.
- I. Technologist (Eric):**
  - i. Currently meeting with team every other week. The User Experience Architect of WaveMaker (the software they are using to build our system) will be joining their next meeting.
  - ii. The goal remains to be able to take registrations in January.
  - iii. Focusing on the Data Model at the moment.
  - iv. They are mindful of trying to control "scope creep" of the project so they can meet the first registration deadline, but at the same time, it is important to consider what ultimately the system will encompass so that they are building it in such a way as to allow additions in the future that won't require re-building the first version of the system.
- J. Webmaster (Vaughan):**
  - i. Added Rusti Icenogle to the Board email list.
  - ii. Encouraged Board members to "Like" our Facebook page and post frequently. The more often we post, the broader our "reach" is.
  - iii. Also discussed the idea of a small budget to use some of Facebook advertising features. (\$100?) – No specific decision was made on this idea or dollar amount.
- K. Newsletter (Michele/Derek):** Priscilla reported for Michele and said the first newsletter was published. Thanks to all the Board members who contributed.
- L. Auction (Amy, Mary, Rusti):** Amy reported:
  - i. Greater Giving Training 10/19 for Auction Co-Chairs.
  - ii. All families have been assigned to committees and roles have been communicated to them, except for the six new families that joined classes in late Aug/Sept.
    1. These families will be assigned to the remaining six roles by 10/20.
  - iii. Solicitations Team formed and will get solicitations call list by mid-October. Target number of items for Auction is 200 vs. 450 for last year.
  - iv. Semi-formal and casual dress okay for Auction.
  - v. Rusti officially Auction Co-Chair. She has already been working on the Auction all Summer and this Fall.
  - vi. Class Project and Family Donation ideas lists are being communicated in next Circle Meetings. Class Liaisons have all info.

## VII. Non-voting Chair Reports:

- A. Alumni Liaison (Ashleigh):** No Report.
- B. Animals (Casey):** No Report.
- C. Community Service Liaison (Caroline):** No report.

- D. Family Partnership (Alison):** No report.
- E. Garden (Robin):** No report.
- F. Go Green Advocate (Angie):** No report.
- G. Grant Writer (Margaret):** No report.
- H. Health and Safety Coordinator (Michele):** No report.
- I. Librarian (Kari):** No report.
- J. Mountain School Parties (Margaret):** No report.
- K. Raffle (Kuni/Amoreena):** Priscilla reported for the Raffle team:
  - i. Raffle Tickets will be distributed to families the week of October 15<sup>th</sup>
  - ii. There will be two prizes this year:
    - 1. Hawaii Condo with the possibility of air travel as well.
    - 2. "Pick Your Apple" with the idea that you can select what Apple product (new iPhone 5 or iPad) at the point you win.
- L. School Photos (Vivian):** No report.
- M. Scrip/eScrip (Ximena):**
  - i. Introduced herself and was wearing her brand new eScrip promo t-shirt.
  - ii. Has made "sign up" business cards to hand out at upcoming events, including the Fall Picnic and Circle Meetings.
    - 1. It was discussed that Fundraising Liaisons should do eScrip promotion in Circle Meetings.
  - iii. Plans to have a laptop available at the Fall Picnic for on-the-spot sign ups. Jane confirmed there should be wireless access.
  - iv. Is planning to do Scrip Gift cards this year in November.
  - v. Encouraged us all to sign up and discussed credit card vs. Online Mall features of eScrip.
  - vi. Vaughan "live posted" pictures of the sign up cards and Ximena's promo t-shirt to Facebook during our meeting.
- N. Social (Linda):** Priscilla reported for Linda:
  - i. Fall Picnic at the Schoolhouse, October 7, 11 AM to 2:00 PM.
- O. T-shirt sales (Jae):** Priscilla reported for Jae:
  - i. T-shirt orders are currently being processed.
- P. Turkey Trot (Anna/Denise):** No report.
- Q. Workday Coordinator (Kumi):** No report.

**VIII. New Business**

- A.** No new business.

**IX. Adjourn**

Meeting Adjourned at 8:37 p.m.

**Next meeting:** Tuesday, November 6, 2012 at 7:00 p.m. at Van Meter Elementary School.