

WTG Board Meeting Minutes

May 18, 2021 7:00pm-9:00pm



Type of Meeting: Membership and Board Meeting

Meeting Facilitator: Annmarie Duncan, President

Note taker: Stephanie Beard, Secretary

Invitees: Sara Bennier, Amy Flinn, Annmarie Duncan, Lesley Clawson, Stephanie Beard, Mandy Mattingly, Jessie Phillips, Ana Ricard, Jennifer Van Tuyl, Han Wexler, Alyssa Nardozza, Katie Schlecht

Snack Volunteers: None (virtual meeting)

Class Coordinator Note Taker: Jennifer Van Tuyl

Membership meeting

- 44 families registered for next year, already more than current year.
- We are taking a loss this year, but overall this is acceptable as we have \$96,000 in the bank. We've had this set aside for a rainy day fund.
- 4 positions filled for next year's board
 - Annmarie Duncan - President
 - Mandy Mattingly- Class Coordinator Tues AM
 - Amanda Huppert - Event Coordinator
 - Cathy Nickell - Secretary
- Leslie (Registrar) and Jessie (Webmaster) will stay on in their current roles throughout the summer until they are filled.

Call to Order: 7:12 PM

Approval of Minutes from Last Meeting Jessie motions to approve March Minutes.
Seconded by Ana. Motion approved.

Board Housekeeping - Annmarie (5min)

- Open Board Positions: Treasurer, Wed AM CC, Safety and Facilities
- Update Job Descriptions
- 21-22 Board members status
 - o Everything but President, Tues AM CC, Event Coordinator and Secretary are open positions.

Calendar

- June 8 Board Appreciation Dinner

Treasurer's Report - Annmarie and Lesley (15min)

- Where/How save Capital One Money (Lesley)
 - o We haven't done the research on the new bank yet so instead of rushing into it, we will keep the money in Bank of America though the summer and the new board can determine if they wish to diversify. We will open a Savings account and put the Capital One money there so its separate from the checking account (operating money).

- New Check Signers: Annmarie Duncan and Lesley Clawson (remove Jodi Downs)
- Mandy motions to make the new check signers Annmarie Duncan and Lesley Clawson. Seconded by Jessie. Motion approved.
- Review reports: Budget vs Actuals; Statement of Financial Position
 - 21-22 Proposed Budget
 - *This has been completed. Based on 6 classes (not 7) based on current enrollment. Believed we had been over-budgeting on fee waivers so that was changed. This budget is expected to be a loss as well, we may need to consider raising tuition to offset this. To be discussed by next board.*
 - *We will be hiring a book keeper. WTG used to have 2 people in Treasurer role, other toddler groups have 2 or also have a book keeper. Budgeting \$1,000 (3 hours per month).*

Registration – Lesley (5min)

- 21/22 Enrollment Update
 - *Averaging about 1 new registration per week, this is pretty normal. Typical rush in the early spring, trickles off, and then another rush in July.*
 - *5 new registrations since last board meeting.*
 - *44 currently enrolled, 40% of where we would be right now. Full registration is 120, typically at this time we would have around 100.*
 - *No Wobblers right now which is the biggest concern.*
 - *Thursday AM is a concern, but likely will fill once the other classes fill as there is some age overlap.*
 - *Update from Amy: Kris does not want more than 10-12 per class as we may not be back at capacity due to COVID. Will try to get us recategorized as a family group so we are limited by number of families and not individuals. If we go full capacity, we may have to go every other week, but there is doubt that families would really be interested in doing that after a year on zoom. See “Updates and New Business” below for more details.*

Classrooms/Community Update

- **Website – Jessie**
 - Analytics Update
 - *Reviewed where website traffic is coming from, number of visitors etc.*
 - *Website (hosted by SquareSpace)*
 - *Traffic is down 26% YOY, Traffic is up YOY in April and May which is encouraging. Small spike in Feb.*
 - *3,000 visits this year.*
 - Sources
 - *Direct - 55.5%*
 - *60% on mobile, 40% computer*
 - *Search engine - 23.6%, down from 30.6% from last year*
 - *Social. - 17.4% (e.g. Facebook)*
 - *Referral - 2.68%*

- Parent Map - 24 (up from 2 last year)
 - baidu.com - 20 (up from 1)
 - Authpro - 16 (down from 67)
 - Google Search Console
 - Total clicks - 295
 - Total impressions 8,000 (searched for something)
 - Click through rate - 3.7%
 - Most of those who are searching for us seem to already know who we are. People are not finding us organically through Google Searches.
 - Mandy - This data shows that we really need to continue to push with current families for referrals as they are our lifeline to getting people into the program.
- Shared Drive Reminders & Updates
 - Plan to make the Shared Drive very open. Anything prior to this school year that has not been organized and put in the Shared Drive should stay in the personal Drive of the position.
 - This year and moving forward, the majority of everything you do in your position (outside of sensitive content, see below for details) should be stored on Shared Drive so it is accessible to everyone on the board. This is particularly important to the Treasurer and President which was pretty locked down previously.
 - If you already have info on Shared Drive (outside of sensitive info), it's ok to leave as is.
 - Sensitive info:
 - Identifying items for the church, registration info (home addresses etc.), fee waivers, Jovial payment information, passwords.
 - Everyone to update by the end of the month.
- **Marketing/Events – Mandy**
 - Update on in-person Open House
 - We were in the beginning stages of this, how long will the school be set up for, and is it possible to do this before the end of the month?
 - Typically we put everything away by May, but church would likely be willing to work with us to let us keep the school set up until early June to allow for an open house. Hopefully they're flexible as we've been paying rent all year and not using the space.
 - We could do week day night so it was the caregiver and no kids coming?
 - Amy: Lake Washington has theirs set up as appointment only. It's an individual appointment, adults only, no kids. 10 minute tours (book 15 min slots). If the family has more questions, they can talk to board/teacher who is outside. Scheduled for a Saturday.
 - Redmond did one and they had no one sign up.

- *We are looking at 29th of May or 5th of June to hold WTG open house.*
 - Woodinville Parade
 - *Teasing all last week to have news, sounds like they are going to be doing the concerts in July, but haven't heard anything about an actual parade.*
 - *Mandy agreed to stay on for Marketing throughout the summer as needed.*
- **Class Coordinators Reports**
- **Safety and Facilities**
- **Secretary – Stephanie**

Thoughts from the Teachers - Sara and Amy

- New instructor hiring
 - *No candidate as of yet, but posting is up with the college. A lot of these types of programs have openings so there is some competition. There is a parent who has expressed interest, so could be some movement there.*
 - Lesley send announcement to alumni with the job posting?
 - *Lesley will track down the specific job posting, email on verbiage to Annmarie and Amy to get this out.*
 - *Mandy - Post to Facebook page*
- Wet spot in shed
 - *They don't think it is leaking, believe it could be open bag of a chemical deicer that spilled.*
 - *Church may not know they have stuff in there. Ruth said they were going to have a work party to clean the church's stuff out of the shed.*
- Church replacing lights in classrooms
- Camp Unity coming to NUCC this summer
 - *Church will be voting on this, it would be coming in the Summer and staying until November. Have not heard an update on this.*
- Plan for putting school away for the summer
 - *Won't do this until after the open house, and need to wait until the shed wet spot is figured out. Likely in June. Will be Amy and Sara due to COVID.*
- Friday in-person meetups
 - *Final one this Friday. Half the families that came had never even seen WTG in person. Overall very successful.*

Updates and New Business - All Board

- Yearbook - Alyssa
 - *Yearbook is done. Most people sent in headshots that didn't have school photos taken. Doesn't show how many yearbooks are ordered. We need to order one for the school. Pay for it and then fill out reimbursement form. Alyssa to mail school copy to Amy.*
 - *Meg (photographer)*
 - *Of 49 enrolled, 33 had pictures taken. 94% order rate, \$1,600 sales. 18% of her profit (\$243) was given back to WTG as a donation.*
- 21-22 Online Class - Amy

- o For online classes - we have 2 people enrolled, Lake Washington has 2, Redmond has 1. Recommendation was made by another toddler group to combine into 1 class. There is no way to dual enroll a Woodinville family into WTG and Lake Washington Toddler Group which makes it difficult logistically. Even if everyone combines, there may not be enough to run the class.
- o One option Kris suggested was to offer it as an add on. Additional circle time etc. Doesn't really have a solid plan.
- o Overall, WTG should make a decision if we should run an online class or not.
 - Do we think we are going to get 6 more families over the summer to fill this?
 - Current families are not hesitant due to COVID, it's more scheduling conflicts and the second family has a new baby on the way and prefers to be online.
 - We are moving towards opening up, doubt we will have more COVID hesitancy. Many may be looking for ways to get out of the house.
 - Why 8 enrolled? 6 was bare minimum, 8 was a decent class. This is still isn't breaking even when you consider tuition.
 - We do need to figure this out, teaching an online class could be a deterrent for filling the open teacher role.
 - If we enroll until we have 3-4 families and then still can't meet the threshold, worse to cancel then vs now. Also, if we have to reduce class size, we may need that Thursday class to pick up the overflow from some of the classes.
 - Annmarie - Don't see enough to justify keeping this on the schedule due to reasons above.
 - Lesley motions to remove the Thursday afternoon online class for next school year. Seconded by Mandy. Motion approved.
- o Add in a 24-36 month class, gives an afternoon option to the classes that are already kind of full. Could also consider doing multi age, 18-36.
 - Other option:
 - Took 12-24 and made it a Thursday PM (was online class)
 - Thursday AM would then be 2's class
- o Lesley motions to add Thursday PM for 18-36 months. Seconded by Ana. Motion approved.
- o Jessie to update the website, will connect with Lesley on timing.
- Limiting Class size due to Amy's conversation with Kris
 - o Lesley recommends we aim for 12, not 10. We have natural attrition once families change plans. Enroll with infants in mind, we don't normally do this, but must be done this way due to COVID guidelines.
- Summer Marketing plan - Board
 - o Open House is in September but before classes start.
- Summer Jobs (example – scheduling the carpets to be cleaned)
 - o Marketing/Registrar already taken care of
 - o Carpets need to be cleaned - Typically organized by Safety and Facilities. Needs to be done at least a week before set up because the carpets need to dry for a few days. Someone needs to liaison with the church and with carpet cleaning. Annmarie willing to get the ball rolling on this.

- o Rebarking the outdoor play set. Larger expense, may not be top priority right now. Annmarie to put this on for June.*
- Appreciation Event - Mandy/Board
 - o Food options
 - *Individual meals - somewhere in Woodinville. Mandy to email everything out and then vote on the restaurant.**
- Teacher Appreciation
 - o Will check with book keeper on how to structure bonus.*
 - o Mandy motions to pay each teacher \$500 as a bonus for their additional time this year in creating curriculum and planning classes. Seconded by Stephanie. Motion approved.*
- Proposed Budget 2021-22 - Annmarie
- Get to Know Each Other Activity: Favorite local restaurant

Adjournment: 9:19

THANK YOU EVERYONE ON THE 2020-21 BOARD!!!!

Next Meeting for the New Board: June 15, 2021