**October 10, 2018**

**Eastside Community School Board Meeting**

**Attendees (Board):**

Grif Owen: Present

Boris Bobrov: Present

Anneliese Johnson: Present

Andy Hartpence: Present

Daniel Goldschmidt: Present

Lisa O’Connell: Present

Brandon Dudley: Present

**Other Attendees:** Ivan Gorne, Mary Spurgin, Rashim [sorry, didn’t catch correct spelling or last name]

**Research Update**

* Michael D’Aleo’s visit
  + Governance will be a key discussion topic
  + If there are any other topics we should discuss with Michael, please send them to Daniel

**Board Membership**

* We need to reevaluate how many positions we have and what the ideal number should be
* The nomination period is always open
* We are meeting with a potential candidate for the Treasure role on 10/11

**Faculty Update**

* The faculty is primarily preparing for Michael D’Aleo’s visit
  + The overarching theme is discussing how to make learning rich and alive
  + Another theme is the discussion of Governance
  + Michael is also interested in learning more about ECS

**Site Update**

* The team is engaged with Collier’s in a non-exclusive manner
* The team toured a Church property near Idlewood Park which is considering a long-term lease
  + The pastor needs a letter explaining who we are to see if their board is interested in leasing to us
  + There is a greenbelt next to the lot
  + There are updates that would be needed to bring the property up to code, but the building is in good shape
  + The main congregation hall is separate from the Sunday school area, which is already set up as a school
  + Apparently, Redmond zoning rules are stricter than Bellevue
  + Most likely, bringing the property up to code would cost 200-300K
  + This property wouldn’t be big enough to hold our entire school, but it could comfortably fit Early Childhood
* Collier’s sent another property in a wooded area next to the Ste. Michelle winery
  + There is a church and educational building on this property, but it hasn’t been toured

**Fundraising Update**

* Three Cedars Legacy Fund
  + Board members will contribute to this fund to kick things off
    - Checks should be given to Ivan soon. Any amount is acceptable
  + Some community members with private companies have offered to donate a percentage of their revenue from business done with ECS community members
    - We need to identify these opportunities and move forward
  + Microsoft’s giving campaign (“Give”) is happening during October
    - Boris will send an email to Microsoft parents
  + Please give content to Andy to update the website with our fundraising message
* Capital Campaign
  + This should start when we are raising money for a particular site, and will require a groundswell of financial support
* We have access to a Grant information service. Credentials will be shared with the Fundraising team
* The time has come to officially engage with Ostara
  + Anneliese, Grif, and Ivan will meet with Ostara
  + A plan will be presented to the board
* We’ve found a company to donate web design services, and there are other opportunities that are appearing
* Winter Bazaar is coming up and we need to prepare

**Marketing Team Update**

* Kelly Nash has volunteered to lead the Marketing Team. Thank you, Kelly.
* Our Legacy logo has been updated and will be replaced in all marketing materials
* Work is underway with “This Site” to redesign our website
* Kelly is working on a plan to host a Rebranding workshop
* We have two new volunteers to write content for the Marketing team
* Admissions materials are being updated and design work is being delegated
* Social Media coordination and planning is underway
* Approval Process
  + The board agreed on this structure for approvals:
    - Ivan (Admissions / Oversight)
    - Mary (Faculty / Waldorf representation)
    - Kelly (Design / Marketing Lead)
    - Andy (Marketing / Consistency)
* Primary window for Admissions marketing is now through January
  + [Post-Meeting Notes from Andy]
    - For FB advertising, I think we need a quick 30 second video asset to make the spend worthwhile. We don’t currently have a good asset for FB advertising
    - The 2018-19 marketing plan requested $2,400 for FB and SEM advertising
    - Search Engine Marketing yielded 17K impressions and 330 clicks per month for $870 per month ($2.60 per click) while Falk was administrating the campaign
    - Falk has volunteered to continue to admin the campaign
    - I recommend allocating $3,000 for SEM for the remainder of October through January
* Outreach
  + We need to continue to look for good Outreach opportunities
  + We need to identify a volunteer to lead the Outreach effort
  + The Outreach tracking spreadsheet is [here](https://drive.google.com/open?id=1jiHaDdBBwHYm0gu_N4YrfaX5nzo9QsPr0M7nrSnAz0w)
  + Possibly identify the top 10-15 relevant preschools and have their Directors attend a faculty meeting to advocate ECS
* Event Posters
  + If someone needs a poster created, they should let Ivan know
  + If Ivan approves the creation, he’ll reach out to Kelly to coordinate the creation of the poster
  + Lead time is ideally four weeks

**Photo Sharing**

* Daniel will take the lead to download legacy photos from SmugMug
* Photos for Marketing use can be stored on our Google Drive
* Photos for Parents can be shared to SmugMug or a similar site. Photos can be provided to Ivan to set this up

**Upcoming Board Meetings**

* Generally, meetings will be the 2nd Wednesday of each month
* However, our next meeting will be November 7

**Community Meeting**

* Next Community Meeting will be November 9. Time is TBD
  + We need to provide an update on fundraising and the budget

**Administrator Business**

* The board is welcome to attend all Michael D’Aleo events
* Processes are in place to review invoices and make payments securely
* Ivan shared a rough budget update and approach to the budgeting process

**Treasurer’s Report**

* The budget is being updated now and we’ll have an assessment by the end of the month