**November 7, 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, Emma Goldschmidt, Annette Campana, Dan Holsclaw, Kelly Nash

**Faculty Update**

* Michael D’Aleo’s meeting was enjoyed
* The faculty has been busy with special event execution and planning

**Board Membership**

* Treasurer Candidate Dan Holsclaw
  + Dan attended the board meeting to get to know the board and discuss his background
    - Dan has a daughter in the Sweet Pea class. This is his first year in the community
    - Dan is a financial professional with a degree in Accounting and an MBA from Seattle University
  + Q&A
    - As a board our responsibility is to understand and communicate our financial status and forecast
      * Dan: Focus on the next 6-12 months to look at our runway and our resources on hand. Identify gaps and take action. It’s important to dream big and think about where we want to be in the future. This same discipline applies whether the organization is 3 people or 300. We need consistency in our financial reporting. Need to apply creative thinking to how we solve our problems
    - How did you find Eastside Community School?
      * Dan: Discovered the Waldorf concept through research, then found ECS last May and visited the May Faire. Really likes what he has experienced at the school so far and has felt welcomed by the community

**Site Update**

* The site team is investigating a church property in Totem Lake
  + There is a preschool on the premises
  + There are two public schools nearby
  + There is a huge wooded area behind the church. There is a group trying to rezone the wooded area for residential lots but have not made progress (the area is between Kirkland and Woodinville)
  + A main building is used by the church and the preschool (this is not available currently)
  + The facility that is available is a two-story congregation hall. There is a small loft that could be big enough for a classroom and a storage room. A small mobile home is also available on the property
  + It would be possible to make some improvements and use this space for early childhood. The mobile home could be rebuilt to accommodate grades
  + Remodel for EC could be about $100K (rough estimate), we’d also need to repave the parking lot
  + Intent would be to lease with the option to purchase
  + Cost is $4,000 per month and available in April
  + No immediate action will be taken
* Most likely, we are moving toward taking the option on the lease for our current site next year, and will work to find a satellite site for a 2nd Early Childhood
* We need to start putting money aside for remodeling
* We currently need more EC space but not more grade space

**Budget Report**

* The budget has been updated.
  + Total operational deficit could be as low as $375K compared to $670K in our original budget

**Fundraising Update**

* Last year, we raised about $100K
* The board has kicked off the Three Cedars Legacy Fund (our community fund) with about $20K in donations
  + In Friday’s community meeting, we will communicate what will be asked from the community to support the fund, and solicit ideas from the community
  + The fund is not a separate 501c3
* An anonymous donor has offered $25K in matching donations
* Someone has offered to host a carnival and donate the profits to the fund

**Marketing Team Update**

* The new sign is in progress--frame needs additional varnish
* Website Update
  + Work is in progress with “This Place” website agency
  + Quick Wins for current website will be implemented the week of 11/19
* Rebranding workshop will be 11/9
  + First survey has been sent to the community to understand current demographics
* Writers are working on brief intros and admissions copy for use in marketing materials
* Physical collateral is being refreshed
* MailChimp being investigated to assist with school communications (working with Daniel and Janine)
* Social Media
  + Looking for a volunteer to assist with content updates
  + Need a social email address to be set up
* SEM campaign is underway
* Marketing survey has 35 responses so far. Results were shared with the board
* Ravenna CRM service
  + Can manage admissions, open houses, tours, and also serve as a marketing tool
  + A demo is scheduled with the admissions team

**Community Meeting**

* Ivan has put together a schedule
* Andy will send a template for the meeting
* Send slides to Andy by 5PM on Thursday
* The faculty will share the guiding principles

**Administrator Business**

* We are trying to reserve faculty time to discuss pedagogy and our future vision
* Lantern walk is 5-7 on Saturday
* Investigating raising chickens on campus
* We should weigh the pros and cons of being associated with AWSNA
* Planning for next year (budget/planning/etc) needs to be kicked off now

**Board Meetings**

* Next meeting is December 12 at 4:30 PM