**July 25, 2018**

**Eastside Community School Board Meeting**

**Attendees (Board and Advisors):** Grif Owen, Andy Hartpence, Boris Bobrov, Mary Spurgin, Daniel Goldschmidt, Anneliese Johnson

**Other Attendees:** Ivan Gorne, Emma Goldschmidt

**Onboarding Update**

* August 17th is our first payroll date
* Health insurance work is being finalized

**Eastside Community School Name**

* Quite of a few of the faculty are feeling strongly that we should keep the Three Cedars name, and change it before the school year starts
  + One of the concerns during the merger with SWS was that we would lose our identity, and that seems to have happened with the loss of our name
  + If we are going to act on this topic, it needs to happen soon because so many materials and work are going into the current ECS communications
  + Waldorf school names typically are related to a picture or something else that is more representative of the school
* These members of the faculty want to get the board’s opinion and what steps would need to be taken to decide to change back to the Three Cedars name
  + Boris noted that one of the recent faculty updates had mentioned that the faculty had discussed this topic
    - It was noted that the faculty felt that this should be a decision that includes the community, and that also there could be baggage associated with the Three Cedars name
      * It was determined that we either need to check the notes or check in with the faculty to clarify this point
  + We have secured the trade name for the Three Cedars name and many variations thereof
  + We are intending to ask for specific permission from SWS to use the name, to avoid any roadblocks with AWSNA in the future
  + Before today, the current plan had been to let the faculty and community decide about what our name (and brand identity) should be once the school year starts
    - Most felt that to start using the Three Cedars name would be great in theory
    - But, there is concern that trying to make this change now would introduce potential chaos among the parent group and new families evaluating our school
    - A diligent approach would be to confirm the faculty’s desire, then go through a process that includes community involvement
    - From a marketing perspective, this could hurt our current enrollment efforts
  + We now have a process to go about making this decision

**Site Update**

* Colliers is apparently flexible in their agreement, and negotiations are underway
  + We will begin working with them as soon as the contract is signed

**Fundraising Update**

* Fundraising team will meet on 7/26 to triage status and establish next steps

**Treasurer’s Report**

* We have a strong lead for a potential bookkeeper
* Currently have $210,262 in the bank
* TAD system is functioning

**Marketing Update**

* Andy shared a marketing plan for the 2018-19 school year, which can be found [here](https://drive.google.com/open?id=1YkkpO_HoAfg05ofvnpMy-QrqOHv1reERt8J20x2bnRI)
  + $6,000 Paid Advertising budget was approved
  + It was agreed that our website needs to be redesigned
  + Andy will talk to more vendors to have a better price/capabilities comparison to present to the board for project/budget approval
* We will launch a project to polish the current ECS logo

**Administrator Business**

* Computers are needed by the last week in August