**September 12, 2018**

**Eastside Community School Board Meeting**

**Attendees (Board):** Grif Owen, Andy Hartpence, Boris Bobrov, Daniel Goldschmidt, Lisa O’Connell, Anneliese Johnson

**Other Attendees:** Ivan Gorne, Mary Spurgin

\*Notes start 30 minutes late\*

**Advancement Committee (Fundraising)**

* The committee requested approval to create a Three Cedars Legacy Fund
  + Mission is to raise funds for scholarships, our new location, etc.
  + The board should commit to make the initial contributions (even if it is a small amount)
  + As we introduce the fund, we need to explain what our needs are and how the funds will be used
  + Donations could be earmarked toward specific needs
  + This name could work well for this year, but would probably need to be reimagined for future years

**Marketing Team Update**

* SEM has been halted
* A donor had been financing SEM through early September
  + $870 a month. $2.60 per click. 330 clicks and 17,000 impressions
* We need to identify the best window to target for paid advertising
* Daniel is helping to build a team to manage the website redesign process
* ECS is not appearing in Google Maps search. Daniel will look into this

**Upcoming Board Meetings**

* We will meet the second Wednesday of each month
  + Need to check in with Brandon on this schedule
  + Next meeting would be October 10 at 4:30

**Administrator Business**

* Logo committee
  + We will update the current ECS logo
  + We will create a new sign and update print collateral as we run out of current materials
* We’d like to come up with a system where school facilities could be used for lessons
  + If the instructor is not a current faculty member, there would need to be an interview process to vet the instructor
* It is also possible to rent Trillium Hall after school hours
* Department of Children, Youth, and Families is reporting that mixed-age kindergartens are not allowed
  + We are pushing back on this, as we’ve been doing this for 16 years, as has SWS

**Treasurer’s Report**

* $236,000 is in the bank
* A cashflow analysis is underway