

First State Montessori Academy
Founding Board Meeting – Public Session
Time 7:30 p.m.

In Attendance: Courtney Fox, Sean Boyd, Katie McCormick, Heather Townsend, Gregg Moist, Laura Messinger, Beth Carter, Corey Lamborn, Yvonne Nass, Jessie Keith, Hunter Clarke-Fields

Absent: Erin Carroll, Mike Leventry, Gina Castelli, Veena Rao

Minutes:

- I. Approval of September Minutes
- II. Committee reports:
 - a. Enrollment Report – Jessie and Corey
Enrollment has been steady and we have a total of 106 applications as of today. It is crucial that we have at least 250 applications by mid December in order to secure our financing. This should be everyone’s priority right now – we need to get the word out that it’s better to apply sooner than later.
All board members agreed to reach out to 3 community groups/schools, etc and to wear their FSMA shirts out at least twice per week. Each board member should let Yvonne know which 3 organizations they will reach out to. If needed, Yvonne will assign them.
 - b. Technology Committee – Gregg and Jessie
 - Website: Gregg has reached out to DOE to determine the requirements for what needs to be published on the school’s website.
Gregg: State Confirmed the following requirements for web site content: The financial / web report is the only thing required to be posted on the website and this is not required until we receive state funding – July 2014.
Gregg and Sean will discuss the budget available for updating the website.
 - School needs update/Technology Plan
Gregg: Was able to locate a copy of the existing plan recently and currently reviewing to determine scope of changes required
 - c. Marketing Report
Formal campaign – Courtney
 - All billboards went up this week. We have received feedback that people have seen them and that they are generating interest.

- A new ad went onto the local Delaware channel this week.
- Ad in *Out and About* and we were highlighted in their City Notes
- Brandywine Buzz – published in school information section for October
- Jessie put an ad on facebook as well.

Corey will follow up about having reminders added to Brandywine Buzz for upcoming information sessions

Informal campaign – Yvonne and Erin

Yvonne: The marketing committee continues to leave flyers where ever we go. The next two upcoming events are Wilmington Head Start Parent Conference - Saturday, November 8, 2013. Information will be dropped off as they are not having tables. 100 Men Reading Parent Information Day, PAL Center on North Market Street, Saturday, November 16, 2013. The push now is to approach parent groups face to face to help enrollment numbers. Each Board member will reach out to at least 3 organizations

III. Public Comment

There were several questions about the enrollment process, lottery, waiting list, etc. Courtney explained the details of how this will work.

There was also interest in volunteering, and Hunter said she would be holding a meeting soon for existing and new volunteers.

IV. Adjourn meeting