

Bright Starts Cooperative Early Learning Centre Board Meeting
Tuesday, October 17, 2017 at 6:45 pm
Chairperson: Kelly Tunney

Minutes

In attendance: Amina Gilani, Heather Gawel, Karen Hinnigan, Kelly Tunney, Lindsay Ford, Scott Leatherdale, Stacey Acker, Stacey Reid, Vera Jbanova

Regrets: Kostya Kovalenko, Brian Laird, Kathy Boegel

On minutes: Stacey Acker

*** Please note that all relevant documents listed below for this meeting are located in the October 2017 Board of Directors Meeting folder ***

6:58 Approval of Agenda

Motion to approve agenda for this Board of Directors meeting

Motion: Kelly

Seconded: Amina

All in favour, none opposed

Motion carried

7:01 Approval of Minutes from Board of Directors Meeting September 19, 2017

Motion to approve agenda for this Board of Directors meeting

Motion: Amina

Seconded: Lindsay

All in favour, none opposed

Motion carried

7:02 Executive Director's Report:

- See Stacey's Director's Report in this month's folder
- Stacey will report accomplishments and challenges for the Early Years Engage Site Visit. She asked for input from the Board on accomplishments and challenges from the past year.
 - Accomplishments: Playgrounds, updated bylaws, fundraising, administrative software, excellent staff and programming.
 - Challenges: Uncertainty in funding year-to-year, enrolment change strategies, lack of flexibility on age groups
 - Stacey said that most of the funds currently available are for expansion initiatives, but that we don't have space to do so in this building. With the size and newness of this centre, she said that there are still in the process of getting fully established at this site after the amalgamation. Lindsay suggested looking into what logistics might be involved in expansion while the funding is available, since there is no guarantee the funding will be offered in the future.

Action Item: Stacey R will explore what expansion opportunities, if any, might exist for another campus (main campus or another UW campus).

- The region released the sample questions for the Region Childcare Survey

Motion: To approve the updated Health and Illness Policy

- See file in this month's folder
- Rationale: This policy is being updated to meet a minimum of the updated Canadian Paediatric Society and Regional Health Unit guidelines.

7:15 Treasurer's Report

Kelly and the finance committee reiterated the importance of having the whole finance committee and management involved in the development of the budget. There are some concerns that the closer it gets to the November meeting, the committee has less time available for meetings.

Action Item: Amina will contact Kostya to schedule a meeting ASAP.

7:28 Committee Reports

Action Item: Stacey A will post a document on Dropbox that will provide access to the Project Tracker.

7:33 Parent Communications – Vera

- One email regarding staff resignation was sent.
- Next step: Determine what information (if any) needs to be added to the website.
- Vera asked if any Board member received feedback on the new format of the newsletter. The Board agrees that the new format was good, however there was no formal feedback requested, which may explain why we did not receive a lot of feedback.
- Heather mentioned that MailChimp could be used to track how many recipients are opening the newsletter emails and how many of the links are being clicked. Stacey said that the new enrolment system has email capabilities to maintain listsevs.

Action Item: Once the software is implemented, Stacey R will look into whether the recipient list could be exported for use with MailChimp

7:37 Fundraising – Heather

- \$923 was raised on the Apple Crisp fundraiser, just slightly less than last year.
- After reviewing fundraising numbers from last year, Heather determined that only \$75 was made on the extra Christmas Fundscrip push (selling pre-purchased gift cards in the lobby.) Heather suggested that a different Christmastime fundraiser might be more worthwhile. She said that the return on investment for the Apple Crisp fundraiser was much higher. Kelly suggested a silent auction. Heather was concerned

that it relies on donations and could require a lot of time. Amina said that the food-based fundraisers are very successful around the holidays.

- Heather asked about the success of the spaghetti dinner that was held in a previous year. Stacey R said that it went well, but requires a lot of hours. Karen said previous spaghetti dinners made a good amount of money and leftover sauce was sold.
- Heather mentioned that some of the fundraisers, aside from raising money, are a great parent/family outreach initiative as well. She said that a Christmastime social might be a good idea. Amina suggested a cookie exchange. Scott suggested a movie event. Karen said that Princess theatre will do this. Heather stated that there is a lot of value in events where both parents and staff can interact with the children. Stacey A said that individual classes are already doing some of these events.
- Heather asked what our current fundraising goals should be now that the playgrounds are underway. She said it would help with planning fundraisers and dictate the balance between attaining social versus financial goals with particular initiatives/events.
- Kelly suggested that we simply advertise the Fundscrip fundraiser more around Christmas, and, once the new budget is available, we can set fundraising goals. Heather said that makes sense but that the best time of year for fundraising is around Christmas.
- Scott suggested soliciting donations around Christmas since it is near year end.
- Heather asked if there is value in announcing what each fundraiser makes. Karen said she sends an email every month to Fundscrip buyers saying how much we made in that month. Scott suggested having a display showing our fundraising goals for the year, and our progress towards those goals.
- Heather said she will review the wishlist, and add program-based items, to set the fundraising goals.
- Heather summarized: There will be no Fundscrip gift card sales in the lobby at Christmas. With Stacey R, will create a top 5 wishlist with costs and a list of what we've made with various fundraisers over the last year, in order to inform fundraising goals for this year.
- Heather suggested putting a story up from a parent who is a regular buyer of Fundscrip gift cards, about why and what they buy.

Action Item: The board will brainstorm other fundraising ideas.

Action Item: Heather and Stacey R will create a top 5 (or more) wishlist to inform fundraising goals for this year.

Action Item: Heather will create a list of past fundraisers and how much they made.

7:55 Health & Safety - Kelly

- Kelly spoke to Kate Windsor, Director of the Safety Office, regarding the need for sidewalks. Kate directed her to Sharon Rumpel, Manager of Parking Services and Grounds. Sharon indicated that there was an attempt to add a sidewalk to the currently underway project resurfacing lot O, but that it could not be added. Since that discussion, a project that will install a sidewalk is from the Centre to Hagey Blvd. has been sent out to tender.

- Once this sidewalk construction is underway, the Safety Committee will consider a request for a sidewalk to Columbia; however the University may not entertain this request since there is a path that runs along the east end of the Centre with access to Columbia St. W.
- Karen called the City of Waterloo regarding “No Idling” signs and she was directed to MacDougall signage – the signs are \$45 each and we would have to get them installed. She has also requested a quote from Dag at the sign shop on campus.

7:59 Policies and Procedures – Lindsay

Action Item: Lindsay will put together a description of responsibilities for each committee.

8:01 Staff Engagement

- Scott said that, in response to the offer for staff to share their feedback with the board (through the feedback form, or through presentations at Board Meetings):
 - Chrisanne and Mariah will come to staff meetings once or twice a year to share Preschool team accomplishments.
 - Infant team prefers to use the feedback form.
 - Scott will follow up with Toddler after the first Preschool presentation.

Scott left at this time.

- Heather and Kelly have a plan to meet about the November staff meeting. Stacey R said that we need to order food ASAP. The request for photos/stories did not make the newsletter. Heather suggested that the Parent Communications committee send out an email a few days before ECE Appreciation Day (next Wednesday) announcing ECE Appreciation Day and asking for photos/stories for the November Staff meeting. Amina said that she has catering connections who would be able to help with this event.

Action Item: For ECE Appreciation Day, Amina will post the sign-up sheet online. Board members should sign up to bring treats for the staff room that day.

8:10 Review of Action Items from Last Meeting

1. Heather will write a draft procedure and submit to Lindsay for review by the Policies and Procedures Committee.
 - In progress.
2. Vera will post staff presentation to Dropbox.
 - Completed.
3. Amina will set-up a sign-up sheet to bring in treats for ECE Appreciation Day
 - Completed
4. Board should block off the following Tuesday after the November meeting and earlier on the November meeting for the Staff meeting.
 - Completed

5. Stacey R will look into the possibility of having painting included as capital maintenance.
 - In progress. Stacey said she is quite sure that painting is excluded from capital maintenance in the lease agreement.
6. Stacey R and Kostya will create a formal wishlist, including what items could be goals for potential fundraisers.
 - In progress – The list has been started. Costs for individual items are being sought. Karen described a fundraiser where a Christmas tree has ornaments that show pictures of items that the classrooms have wished for. Supporters can take the ornament and buy the item to donate to the Centre.
7. Karen will request a quote for anti-idling signs.
 - In progress

8:10 New Business/Items for next agenda

- Most of the next meeting will be dedicated to the budget.
- Heather mentioned that we had a plan to see up individual Gmail accounts for each committee. Stacey A said that there was then some discussion on using Google groups instead and that one suggestion was to just copy the Board email address on all communications. She said that monitoring separate emails for each committee might be a challenge. Kelly raised the question as to whether we need individual email addresses or just good record-keeping. Heather said that a lot of the communication with vendors for fundraisers (especially the Fun Fair) has been lost when people are no longer on the Board because they are using personal email addresses. Vera said that maybe just some of the committees, like Fundraising, need an email address but maybe not all.

Action Item: Kelly and Vera will come up with a plan of action to address this concern.

8:24 Regrets for next meeting (November 21)

None

Action Item: Stacey A will send out a calendar request for the staff meeting in November.

8:25 ADJOURNMENT

Motion: Lindsay

Seconded: Heather

All in favour, none opposed

Motion carried