

Greenwood School

Minutes of the Board of Trustees

June 10, 2009

Attendance: Frank Anderson, Brian Chadbourne, Scott Hamilton, de Borah Jones, Colleen Kane-Dacri, Merel Kennedy, Danica Remy, Robert Schiappacasse, Carl Spitzer, Marcy Summers, Cynthia Ulman

Absent: Peggy Rock, Patricia Rudd,

Guests: Susan Gladwin, Jen Jerde (GWS parent volunteers)

Meeting began at 2:30 at Tamalpais Bank in Mill Valley.

1. Minutes

Minutes of the May meeting were previously approved electronically and posted.

2. Marketing Team Presentation

Jen Jerde and Susan Gladwin presented 4 recommendations from their marketing committee.

1. **Activate Word of Mouth** – (Robert & Faculty) address perceptions and tell the story to internal families.
2. **Designate Marketing Coordinator** – role is to deploy parents, faculty and director to generate inquiries through outreach and new programming.
3. **Designate Admissions Director** – increase structured follow-up, tracking, analysis, optimization as part of ongoing enrollment process.
4. **Build Supporting Strategies** – strengthen PR, brochures, website, online presence.

They presented “North Star” messages developed from internal and external interviews. The Board advised that “grade-level standards” replace “curriculum accountability” and that rigorous academics be at a higher level in the messages.

The Board expressed appreciation for the recommendations and suggested breaking them into manageable tasks that volunteers and subcommittees can carry out to build 2010 enrollment.

3. Board Study

The Board discussed selection of its next study topic. It may be Waldorf-related or focused on the Board’s role.

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4. Director's Report

Robert summarized the experience, transitions, and accomplishments of the past year beginning with the community meeting on June 6, 2008.

Marcy reported on faculty retreat held the last 2 days after the end of school.

Robert reviewed upcoming transitions in faculty, site, and program.

Over the summer Robert will be working on enrollment, personnel issues, program changes, budget, website redesign, brochure development, and collections. Legal counsel is reviewing employee handbook and faculty hiring letter. Finance Committee will review status of an outstanding faculty loan.

Robert reported on 2009-10 projected enrollment.

5. Finance Committee Report

Scott reviewed the 2009 – 2010 budget proposal with the Board.

CONCORDANT DECISION – The Board approves an operating budget of approximately \$2.4 million for the 2009 – 2010 fiscal year, subject to review at the September Board meeting when enrollment figures are finalized.

6. Site Committee Report

Brian reported on the facilities and discussions for a new Kindergarten site, including findings of childcare licensing consultants.

CONCORDANT DECISION – Approved. The Board authorizes the Site Committee to make a lease proposal for an early childhood facility for a term through June 2012 as outlined in the Site Committee report.

7. Nominating Committee Report

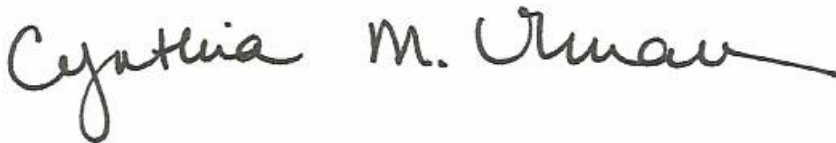
Cynthia asked Danica to report on the nomination of officers. Danica thanked Scott Hamilton for his service as Treasurer during 2008 - 2009. The Nominating Committee recommended the following slate: Colleen Kane-Dacri as Chair, Brian Chadbourne as Vice Chair, Cynthia Ulman as Secretary, and Frank Anderson as Treasurer.

CONCORDANT DECISION – The Board elected the slate of officers as proposed.

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The Board meeting adjourned at 6:00 and faculty and staff were excused. The Board went into Executive Session to discuss performance evaluation of the School Director. The Executive Session adjourned at 6:30.

Submitted by

A handwritten signature in black ink that reads "Cynthia M. Ulman". The signature is written in a cursive style with a long horizontal line extending from the end of the name.

Cynthia Ulman
Board Secretary