



Board Meeting Minutes

Desert Sky Montessori

Virtual Meeting

April 20, 2022

Jessica Loukonen called the meeting to order at 6:15pm.

Present: Jessica Loukonen, Cara Nowak, John Eskew, Dave Trexler, Daisy Sexton, Kevin McKennon (6:19pm arrival)

Also present: Jodie Borgia, Julia Sutter, Heather Phillips, Pascaline Myers, Bill Alsdurf Jr, Deli Thordarson (6:17pm arrival), Ute-Anja McDonald (6:16pm arrival), Brittany Winninger (until 6:37pm)

BUSINESS

- A. Brittany Winninger: Presentation from Central Oregon Daily
 - a. Provides small local and national businesses with the opportunity to grow their marketing
 - b. Would like to utilize geofencing, ie put a “digital fence” around universities that are AMI [Association Montessori Internationale] and AMS [American Montessori Society] training centers
 - i. People inside the “fence” will be the only ones who get targeted by the ad
 - ii. Thinks it would be easier to target graduating teachers if there is a “fence” around the universities
 - iii. Could also use this to capture people in Oregon that might have an Oregon teaching license
 - iv. Ads can be seen on any browser and on any site that supports this type of advertising; will be on google ads
 - v. Can narrow the demographic to where there are similar costs of living
 - c. Jessica Loukonen: wonders how long Brittany Winninger has been doing this work and would like for her to share some success stories
 - i. Brittany Winninger: has been doing this work for 1 year now; has had lots of successes using targeted display, including working with TSA [Transportation Security Administration], Cascade Heating when hiring 40 new technicians, and an animal clinic looking for vet techs
 - d. Brittany Winninger: would work closely with DSM on messaging; differences in budget represent differences in impressions, ie how many times the ad will be seen throughout the United States; frequency is a big thing in digital marketing as seeing an ad 2 times gets the ball rolling for people

- i. Daisy Sexton: wonders if there is an option to have the ad be closed if someone is not interested
 - 1. Brittany Winninger: if someone is not interested, they will normally not click on it; the measurement of success is how often someone clicks on the ad and enters DSM's website
 - e. Brittany Winninger: the cost includes putting the ad together for DSM—this will be a dynamic ad that moves—and her time spent working with us to come up with a plan
 - f. John Eskew: wonders if DSM would be given a monthly report on how successful the ad is
 - i. Brittany Winninger: impressions will run through the month at a steady pace as the add will run throughout the month; will report on how many times someone lingered on the ad, clicked on the ad, etc; DSM would always have access to the dashboard containing this information
 - g. John Eskew: wonders if DSM could start at the low end and bump it up if needed
 - i. Brittany Winninger: yes
 - ii. Bill Alsdurf Jr: wonders if DSM could start at the high-end and then drop lower as the teachers that DSM would want to hire are looking for jobs now
 - iii. Brittany Winninger: is willing to fiddle with the budgets also as prices are not set yet

2022.04.20.01 Cara Nowak moves to approve the March Minutes and all April Special Session Minutes. Kevin McKennon seconds. The March Minutes and all April Special Session Minutes are approved by unanimous vote.

B. Jodie Borgia: Head of School Report

- a. Enrollment numbers are steady; lottery numbers are good for next year with a strong waitlist
- b. Working with Heather Phillips on classroom sizes and where everyone will fit comfortably next year; multiple plans are in place
- c. Will be meeting with Bill Alsdurf Jr and Heather Phillips tomorrow to work on staffing for next year; only has one applicant with Montessori certification so far; looking into interviewing candidates who have an Oregon teaching license with the intent of getting them their Montessori training and certification; contracts are normally signed at the end of April for the following school year; lots of students at Montessori training facilities will be sitting their exams in the coming month and often will not be looking for employment just yet because of this; will have a more in-depth report on staffing to the board by next month

C. John Eskew: Treasurer Report

- a. In good shape overall; net income is still higher than it was at this time last year; thinks DSM is starting from a good place when planning for moving expenses

D. Julia Sutter: Business Director Report

- a. Currently working on getting contractors scheduled for the move
- b. IT [Information Technology] networking: Bend/Lapine is leaving a lot of their equipment at the new site for DSM to use: wiring, projectors, screens, etc; the quote from Jared Michaels includes the equipment DSM still needs and the time needed to install and set up the equipment

- c. Fencing: the quote from Deschutes Fence has come in at \$10,000 less than other quotes received
- d. Signage for the new school: the bigger marquee that was spoken about became more expensive due to the rock and building that would need to go into it—could get another quote for a more basic sign without rock or movable lettering; have quotes for a sign above the front door of the main building and an additional wall sign
- e. Electric: the company DSM currently uses will not be able to provide an estimate (as they are 3 months out for estimates) but are willing to do the work needed
- f. Plumbing: has estimated extra for this as there is a drain that needs to be moved for the dishwasher that was not included in the original quote; plumber will be coming out to confirm an updated quote
- g. Contractor: this estimate has been broken down into parts so that DSM can discuss what to prioritize
- h. The sheds will be moved from the Bend River and OWC [One World Center] campuses to the new site
- i. DSM will be able to move into the new site 1 month earlier than expected, at the beginning of July
- j. Will provide the board with a quote from Deschutes Fence for the fencing repair that needs to happen at Bend River and the new site
- k. Additional furniture will need to be purchased for the new site
- l. Required for moving out of the current locations: Bend River: lights fixed on the patio, walk-in fridge working correctly, dishwasher serviced, replace the shrubs that were pulled out when the garden beds went in; Both: anything attached to the walls needs to be removed, walls to be repaired and spot painted, carpets cleaned (no official estimate for this yet)
- m. City of Bend has almost approved DSM's construction permit
- n. Daisy Sexton: wonders if the movers will be helping to pack up the classrooms or if there will need to be help from parent volunteers
 - i. Julia Sutter: the staff will need to have their boxes packed by June 22, 2022; the movers will be taking the packed boxes into the pods and moving the outdoor equipment; the movers are paid per hour per mover, so having parent volunteers could save DSM some money
- o. Daisy Sexton: wonders if the decision was made to do full fencing instead of partial
 - i. Julia Sutter: it was discussed with the board previously: partial fencing did not give the children the ability to use the entire green space nor did it provide the security of having a single entry to the school
 - ii. Jodie Borgia: does not think that fencing is an area to cut costs as fencing the entire space will keep the children safe
 - 1. Jessica Loukonen: agrees that safety is the priority
 - 2. Bill Alsdurf Jr: agrees; wonders about also having a safety measure on the front door so that people would be buzzed in from the offices
- p. John Eskew: thinks Julia Sutter has done an excellent job with researching and getting estimates; thinks we need to get creative about the extra staff expenses going towards the move—is not ready to approve that figure yet; thinks the quote for removing the cabinets is high; thinks the board could approve specific quotes and budgets as they come in; would like to review the details regarding the IT budget
- q. Bill Alsdurf Jr: agrees with working creatively around the admin costs and would like for the teachers to have the time needed to set up their rooms for next year; hopes the

work for the bathrooms will come in at less than what was quoted; thinks the front doors of the new school could be painted but the rest of the painting could wait; would like to see if the children could get involved helping with the move or with a penny drive to raise money for packing materials

- i. Jodie Borgia: the children will be involved in the packing process; thinks DSM could reach out to families to see if they have any professional moving boxes they could donate
- ii. Jessica Loukonen: thinks a penny drive is a good idea—will mention it at the next PCA [Parent Community Association] meeting

2022.04.20.02 John Eskew moves to approve the estimate for Deschutes Fence plus the repairs to existing fences and the estimates for Elite Electric, Tamarac Sheds, Allied Van Lines for the move, Storage2U, Urban Forest Tree Service, and Trista Schmerber as presented and to approve the use of the yellow highlighted vendors with the caveat that the final quotes will be approved by Bill Alsdurf Jr, Jessica Loukonen, and John Eskew. Jessica Loukonen seconds. The estimate for Deschutes Fence plus the repairs to existing fences and the estimates for Elite Electric, Tamarac Sheds, Allied Van Lines for the move, Storage2U, Urban Forest Tree Service, and Trista Schmerber as presented and the use of the yellow highlighted vendors with the caveat that the final quotes will be approved by Bill Alsdurf Jr, Jessica Loukonen, and John Eskew are approved by unanimous vote.

E. Bill Alsdurf Jr: New Head of School

- a. Has been in Bend, Oregon, and at DSM periodically this week; has had some great conversations; feels grateful and excited to be here

F. Jessica Loukonen: Board President Update

- a. A board retreat needs to be planned for late summer/early fall; would like to talk with Bill Alsdurf Jr and Jodie Borgia about what they think needs to be focused on for next year

G. John Eskew: wonders if we need to come to a conclusion about the marketing budget for hiring new teachers; thinks the amount quoted seems like a lot, but realizes that amount does fall within the HOS's discretion

2022.04.20.03 Jessica Loukonen moves to add Bill Alsdurf, Jr to all OnPoint Community Credit Union Accounts as of June 30, 2022. Cara Nowak seconds. Adding Bill Alsdurf, Jr to all OnPoint Community Credit Union Accounts as of June 30, 2022 is approved by unanimous vote.

2022.04.20.04 Jessica Loukonen moves to remove Jodie Borgia from all OnPoint Community Credit Union Accounts as of June 30, 2022. Cara Nowak seconds. Removing Jodie Borgia from all OnPoint Community Credit Union Accounts as of June 30, 2022 is approved by unanimous vote.

ADJOURNMENT

The meeting was adjourned at 7:59pm.

Recorded by: Cara Nowak

Minutes approved at 5/18/2022 Board Meeting