

**Syringa Mountain School  
Board Meeting Minutes  
As Approved  
November 20, 2013**

A regular meeting of the Syringa Mountain School Board was held on November 20, 2013. Board Vice Chair Greg Bloomfield presided. The following members were in attendance:

Greg Bloomfield, Vice Chair  
Ben Rogers, Treasurer  
Laurie Wertich, Secretary  
Travis Scott  
Phoebe Pilaro  
Don Keller

The following guests were present:  
Mary Gervase, Syringa Mountain School Administrator  
Mary Goral, guest speaker

The meeting was called to order at 6:30 p.m.

I. Agenda: There was a request to add a discussion about building plans at the end of the agenda.

II. Consent Agenda:

- A. Approval of minutes from November 7, 2013 board meeting
- B. Approval of Committee Updates: PR/Marketing, Fundraising, Finance
- D. **Motion made by Laurie Wertich to approve the consent agenda, seconded by Phoebe Pilaro and passed unanimously.**

III. Information/Action Agenda:

- A. Guest Speaker: Dr. Mary Goral
  - 1. Dr. Goral provided an overview of the legal use of the word "Waldorf" and her experience bringing this type of education to the public sector.
  - 2. **Motion made by Greg Bloomfield to invite Dr. Mary Goral onto the Advisory Board, seconded by Laurie Wertich, and passed unanimously.**
- B. Format for Public Meetings: Discussion of how to present information to the public during upcoming public information sessions.
- C. Request to Spend Consulting Fees:
  - 1. Discussion about spending consulting fees in lieu of receipt of

professional development grant.

**2. Motion made by Travis Scott to spend \$2633.00 for consulting, seconded by Greg Bloomfield, and passed unanimously.**

D. Letter to residents regarding Text Amendment of Rural Agriculture City Code:

1. The city will notify residents about our request. Discussion about sending a letter to neighbors ahead of city notification.

2. Mary Gervase will write letter to neighbors and submit to board for approval prior to sending: **Motion made by Laurie Wertich, seconded by Don Keller, and passed unanimously.**

E. Request for Board Minutes D.L. Evans Bank

1. Discussion: The current D.L. Evans account is purposed as the Fundraising Account. Mary Gervase will be removed as a signatory on this account and Ben Rogers will be added. Once we identify a Chairman, that person will also be added. As we get closer to opening, a separate Operating Account will be established, on which Mary Gervase will be a signatory.

**2. Motion to approve these changes made by Greg Bloomfield, seconded by Travis Scott, and passed unanimously.**

F. Notice of public meetings where a quorum is anticipated:

1. Discussion of whether we need to provide public notice when we anticipate 4 or more members of the board gathered.

2. **Don Keller will review the state laws**, but believes this is only necessary in situations where there will be a vote, not in social settings, or our public information meetings.

G. Business Card Request:

1. Board members who would like business cards should submit their information to Mary Gervase.

H. Upcoming Conferences:

1. Mary Gervase will attend two conferences: National Charter Schools Conference (6/29/14-7/2/14) and National Alliance for Public Waldorf Schools (1/17/14-1/19/14).

2. Board members are welcome to attend one or both

I. Michael Soule, Consultant:

1. Michael Soule is an educational consultant and former headmaster of the Sandpoint Waldorf School. He is available to consult with the board in January.

J. Planning Meeting with BCSD on 12/13/13:

1. BCSD has invited two members of SMS board to meet.
2. Board agrees that Don Keller and Mary Gervase will go to meeting. **Motion made by Laurie Wertich, seconded by Phoebe Pilaro and passed unanimously.**

K. Building Update

1. Greg Bloomfield shared site plans and updated about process

VI. Next board meeting will be a board retreat on December 12, 2013 from 5:00-8:30.

VII. Adjournment of meeting. **Motion made by Ben Rogers, seconded by Laurie Wertich, and passed unanimously.** Meeting adjourned at 9:15 p.m.

\*Committee updates attached on following pages.

### **Fundraising Committee Update 11/20/13**

1. I've written up a Fundraising Plan. I am still in Phase I of the plan, making my list of potential major donors and making initial contact with them before Christmas.
2. I just took a 12-hour course at CSI over the last 2 weeks. Fundraising is my new career! I'm totally inspired and ready to raise millions for our new amazing school!
3. I've finally formed a real Fundraising Committee. Members are: Hallie Kelly, Ginger Ferries, Tener Rogers, Kristal Georgiades, Jessica Soine, Ryan Redman. I am teaching them what I've learned so far, and they are helping me with brainstorming and planning.
4. My mentors so far are: Megan Thomas, ED of St. Lukes Foundation; Trisha Swartling, ED of The Advocates; Jason Fry, ED of the Y. They are giving me helpful tips.
5. I still plan to have a small cocktail party over Christmas Break, mainly to invite the Robertsons, and one or two other potentials. December 26th or 30th are the dates I'm considering.

### **Finance Committee Update 11/20/13**

- (1) Conference calls with Building Hope, and prepared various documents and financial analysis for them.
- (2) Met with Hallie Star to discuss budget and identify line items for which specific grants may be available.
- (3) Prepared Excel template to track expenses

### **PR Committee Update 11/20/13:**

1. Aly Swindley from Visit Sun Valley has recommended we join Visit Sun Valley. The cost is \$165 per year.
2. We received media coverage in the Mt. Express, The Weekly Sun, Ketchum Keystone, and on KECH 95. Dayle Ohlau will continue to announce information about SMS and events. Terry Smith will continue to provide coverage in the Mt. Express.
3. We ran an ad for the Mary Goral event in the Mt. Express on 11/13 and 11/20.

4. We submitted a full-page ad (half content/half ad) for the nonprofit section of the paper to run on 12/4. (Thank you to Ben, Phoebe, Tener, and Mary for the last-minute scramble to make this happen.)
5. We started a blog: <http://syringamountainschool.wordpress.com/> We'll use this to answer questions and disseminate information. Later, this can become a useful tool for highlighting what's happening at SMS on a regular basis.
6. We finalized the design of our website and the programmer is working on it now.
7. We made and distributed flyers to advertise both the enrollment window and the Mary Goral event.
8. We made an "in-house" flyer to distribute to TMS parents at pick-up.
9. Our second newsletter went out on Monday November 18, 2013.
10. We joined Pinterest.
11. Facebook still going strong.
12. We found a graphic designer to join the PR committee. Her name is Bree Vanden Huevel. She works at Windy City Arts and is interested in building up her portfolio, so is willing to help out.
13. Dayle Ohlau might join the PR committee. Tener spoke with her. She is interested, but needs to check with her boss to make sure it's not a conflict of interest.
14. Tener coordinated with TMS parent, Jeremy Silvis, who is also a designer. He is willing to help out when he can, but needs significant lead time, as he is very busy.
15. Phoebe and Ben met with Kate and it sounds like we will be able to use the video at some point. Mat and Whitney have offered to edit the video to include the disclaimer that Kate would like us to have.
16. Tener will distribute clipboards with sign-ups for our mailing list at the Mary Goral event.
17. Mary set up the locations and dates for our public meetings: 12/18 at Forest Service Building 6:30-8; 1/9 at YMCA 6-7:30, 3/5 at Community Campus 6:30-8.
18. We continue to work on refining our messaging.