

PMCH Board BOARD OF TRUSTEES Meeting | March 11, 2025

5:30 - 7PM EST. Location: Petoskey Public Library and Virtual (Zoom)

In attendance: VIRTUAL: Anna, Miranda, Morgan

IN PERSON: Chelsea, Angie, Jessie, Ali, Shiloh

NOT PRESENT: Nicky, Russell

5:37pm: Meeting called to order

Meeting agenda approved - Ali, Angie

Meeting minutes approved - Miranda and Jessi; The minutes will be approved via email next week

Fundraising & Event Planning

- Chelsea wrote an ANNUAL GIVING letter to send in the mail to potential donors, as well as text to go on a digital fundraising landing page
- Miranda and the board will review the drafts of the Annual Fund letters provided by Chelsea. Upon review of the Annual Fund letter Miranda will spearhead getting the letters sent out to everyone that she has on her list.
 - Miranda's list of contacts is currently composed of people who have purchased tickets to our events in the past. *Apx less than 500*
 - Russell is working on getting the list of Alumni together for Miranda; Miranda has also been looking for Alumni on social media to cold call. Very small list (<10)
 - Big picture, Miranda says it takes generally 7 touch points to get someone to make a gift (touch points = website, event, email, letter, in person meeting, etc). The first step to see who we get responses from then schedule meetings for people to come in for tours etc.
 - Miranda has also set up a MailChimp account so that we can send our a newsletter and she would like to add an opt-in button to the website so that we can organically grow a list of potential donors.
- **Regarding Fundraising Event Planning:** Anna asked Miranda if she would be interested in heading the organization of a Spring Event @ Northcoast workspace. Money will be raised through ticketed entry + the sale of Local Artwork that has been donated. Individual Ticketed Event (Entry) – all parents can take home their own child's artwork from the event. The items auctioned off would be each of the Group Works; we may also have some Local Artist pieces that will be auctioned off at this event.
 - The date of the event will be the week before Mother's Day (May 8). The time will be evening– apx. 4:30pm

- Note; Option for Good Hart Artist residency to donate art? Chelsea to ask about this.

5:50pm - Administration - Enrollment Updates – Ali/Jessi

- We have had a strong enrollment month! 12 new children enrolled in March / April
 - YCC1: Gained 4 new children; 1 new children arriving in April
 - YCC2: Gained 1 new child; 2 new children arriving in April
 - NIDO: Gained 1 new child; 3 new children arriving in April
- YCC2 is open now. 5 Children moved down from YCC1 into Sam's YCC2. By summer summer we will be at 15 children - Max capacity
- YCC1 to babies has a very large waitlist still
- Can we implement an application fee for NIDO and YCC?
 - \$100 application fee for NIDO and YCC. No fee for Primary
 - If we implement an application fee, we will add a note to the website that if anyone has a financial issue fee can be waived
 - Jessi will look into how this application fee collection can be set-up with BrightWheel so the fee can be collected along with the application.
 - Note that in addition to raising funds, this application fee will also help us streamline processes by weeding out applicants who are not serious about enrolling in the school

6:01 - Feasibility Study Discussion

- 32 responses (43 students total enrolled)
- Lots of positive feedback so far; parents say they really love the staff and nurturing environment, especially in the YCC and Nido rooms.
- Discusses the possibility of using some of the annual fund in FUTURE YEARS (2026, 2027 or beyond) to possibly fund part or all of 5-year-old tuition to compete with "free public school" finance appeal and keep Primary balance
- Jessi mentioned we should likely get more information about PPS and HSPS policies regarding children attending PMCH for Kindergarten and then entering public school as a first grader. It is a possibility (although unknown) if there may be an issue with a child who attended PMCH as a kindergartener entering Public School as a first grader (this was an issue in the past)
- FUTURE FEASIBILITY DISCUSSION RE: ADDING UPPER MONTESSORI BACK TO THE SCHOOL CURRICULUM: It is possible that PMCH could expand to have grades 1-6 again in 3-5 year years if there is enough interest in developing a private Montessori upper-elementary Charter School. A lot would need to happen before we could consider this as a reality:
 - Would need a new building

- We would need a committed full-time upper elementary teacher
- We would need a plan for bringing to the school Music, Gym, Art, STEM

6:17 - FINANCE REPORT & GRANT FUNDING

- Funding Goal: Ali says we need to get a full staff in place! We have the funding available to hire 1-2 more individuals to make sure we have a full staff at all times
 - Note that this is not a funding issue; we have the finances, but it has been hard to find individuals to fill the spots in Emmet County.
 - We are in the market for a new bookkeeper (our current book-keeper is charging \$800 per month and we would like to pay less for Bookkeeping services)
 - Jessi received a rebate from the IRS for \$700. This money will be applied back to the PMCH annual fund.
 - After some back and forth, Jessi now has a new point of contact with Slotkin's office. Jessi continues to have to do a lot of back and forth to get our request for abatement moved forward.
 - Jessi asks: Do we want to get on a payment plan? It is a LOT of back and forth with the IRS – do we want to talk about getting on a payment plan to pay back the fees and give up on the abatement? We have been requesting abatement for two years. The board should discuss this in a future meeting.
- *Note: The TAXES are completely paid off – we just owe on the penalties.*

6:18 - REVIEW YCC2 PLANS

- Review GSRP Facilities Update Plans: Update cabinets and making deck safe and useable (This work would be within \$25k GSRP grant fee)
- It was also brought up as an option to rip out the deck and instead install a new play structure in that area. Anna is going to look more into what would be required (permit wise and cost wise) to tear the deck out and get a playground structure installed (+ Wood chumps, etc) instead of adding more storage and appliance updates in Primary.
- There need to be some play area updates in the YCC2 room. Harbor/Petoskey Community Foundation would fund those updates.

Meeting adjourned at 6:39pm

Respectfully reported by Chelsea Benson