Meeting Minutes

Date: 11/13/19, 6:00pm – 7:00pm  
Meeting Board Meeting  
Location Keystone Montessori  
Chair Travis Childs (President)

Members Present: Travis Childs (President), Stacy Burnett (Vice-President) via conference, Robert Raimondo (Member) via conference, Amie Allor (Staff) via conference, Ed Stock and Martha Silva (Secretary).

Other Attendees: Cindy Maschoff (Admin Advisor), Laura Hertzler (Head of School), Stefan Linder (Associate Head of School) and Heather Bonacorda (Admissions and Marketing), Melissa Sutton (Development Director) and Kristin Morgan (Aspire Accountant).

Agenda Items

1. The meeting was called to order at 6:02 pm by Travis Childs.

2. Mission Moment: Amie Allor shared a short video to show activities from all classes happening outside the classroom. Integration of these activities with Montessori learning includes: exploring, playing, working, planting, creating art, reading, writing, etc.

3. Minutes from 10-02-19 were reviewed. Travis Childs makes a motion to adopt minutes with a minor change: attach Marketing report. Stacy Burnett seconds the motion and it passes 5:0. Motion passes by: Stacy Burnett, Travis Childs, Robert Raimondo, Amie Allor and Martha Silva.

4. Call to Public: No Public.

5. Review Action Items. Updated action items, see chart above.

6. New Business. Board discusses possible dates for board retreat, 2/21/19 afternoon or 2/22/19 morning. Laura Hertzler will follow up with Strategic Planning facilitator to check what dates work best. Keystone will celebrate its 25th anniversary with a celebration on 2/8/19. Some ideas were discussed but details need to be discussed.

7. Finance Committee Report. Kristin Morgan reviews dashboard. Yearly audit was successfully completed. Bank discussions for refinance on-going. A funding based on excellent tests results will be grant by the State of Arizona. Heather Bonacorda gives an update of the admissions report and shares a Tuition Report comparison with other schools. This report shows where Keystone is in comparison with other Montessori schools in Arizona. There will be a small gradual tuition increase this year and communication to community will be sent in January. Board will meet next month to review.

8. Fundraising Committee Report—Board reviews Parent Fundraising Survey results. 69 families responded to this survey. Data will be analyzed to evaluate to improve fundraising activities. Melissa Sutton shared the Fall Festival Results. It was a very successful event. She also reviews the coming Tax Credit Campaign. See Attachment.
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9. **Governance Committee Report**– Martha Silva goes over the Governance Committee Report. See attachment.

   Cindy Maschoff presents information and background of prospect new board member. Martha Silva makes a motion to approve Patricia Fuller as a new board member. Travis Childs seconds the motion and it passes 5:0. Motion passed by: Amie Allor, Ed Stock, Robert Raimondo, Travis Childs, and Martha Silva.

   Martha Silva makes a motion to approve resignation of Dana Castoro as a board member. Travis Childs seconds the motion and it passes 5:0. Motion passed by: Amie Allor, Ed Stock, Robert Raimondo, Travis Childs, and Martha Silva.

10. **Head of School Report** – Laura Hertzler goes over HS report. See attachment.

The meeting is adjourned 7:14 pm by Travis Childs.

Next Meeting Date will be **December 4, 2019.** Location **Keystone Montessori School.**
## Meeting Minutes

### Open Action Items

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Actions</th>
<th>Assigned To</th>
<th>Completion Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Discuss Strategic Planning</td>
<td>Set up a meeting date in March. Contact possible facilitator.</td>
<td>Martha Silva</td>
<td>10/2019</td>
</tr>
<tr>
<td>#2</td>
<td>Discuss revision of the bylaws re: hiring process of HS and Assistant HS</td>
<td>Document an outline of the overall process</td>
<td>Martha Silva</td>
<td>12/2019</td>
</tr>
<tr>
<td>#3</td>
<td>Governance Committee Report</td>
<td>Review and send parent survey</td>
<td>Martha Silva</td>
<td>10/2019</td>
</tr>
<tr>
<td>#4</td>
<td>Strategic Plan – Remaining goals</td>
<td>Some members still need to pick an item. 2 members need to get back to Stacy. Stacy will forward the dashboard for 2019.</td>
<td>Gov. Committee will review and share with the board.</td>
<td>On hold</td>
</tr>
<tr>
<td>#5</td>
<td>Action Plan for identified items from BOD Assessment</td>
<td>Share some of the links and information for training and sessions</td>
<td>Gov. Committee will review and share with the board.</td>
<td>On hold until #3 item.</td>
</tr>
<tr>
<td>#6</td>
<td>Need to create database from old families directories.</td>
<td>Need to create database from old families directories.</td>
<td>Gov. Committee will review and share with the board.</td>
<td>8/29/18 – Martha emailed to Cindy for review</td>
</tr>
</tbody>
</table>
Fundraising Report

November 13, 2019
Prepared by Melissa Sutton, Director of Events and Development

Campaign Updates

2019 AZ Tax Credit

Timeline:
11/19 – Launch at Community Meeting
("letter to friends" post cards sent home with kids/extras at meeting for parents)
11/26 – Giving Tuesday push (extra entry for Shoot for 2)
12/3 – Giving Tuesday
12/10 – Last chance for Shoot for 2; drawing is next week
12/18 – Shoot for 2 drawing
12/19 to 12/31 – various messages to encourage donations before end of 2019
1/6 – Assess amount raised vs. goal; see if more “asks” are needed before 4/15

- Goal: $50,000
- Budget: $1,300

2019 Fall Fundraiser

- Goal: $180,000
- Budget: $28,000

- Actual Raised*: $205,914

- Actual Expenses**: 

* Total anticipated to climb from Social Season and BINB; will break down during Board meeting
** Still calculating

2019-20 Sustaining Fund

- Total Collected To Date: $100,387
- Total Pledged To Date: $154,245

- Goal: $170,000
- Budget: $1,800
Committee Members

- Robert Raimondo (Member), Cindy Maschoff (HOS), Amie Allor (Staff Member) and Martha Silva (Chair)

In Attendance

- Amie Allor (Staff Member) and Martha Silva (Chair)

Meeting Summary

1. **Discussed new BOD members candidates status**
   - A new member will join, after approval training will be schedule.
   - Discussed possible candidates recommendations status.
   - Discussed completion of terms dates for board members.

2. **Discussed 2019 Parent Fundraising Results.**
   - Survey was mailed to families. As per this date 47 responses were received, a follow up email was sent and final responses is 69. Results will be sent to be review by Stacy, Laura and Heather.

3. **Discussed Tasks to be completed and do a Timeline.**
   - Create a Parent Survey Questions to be sent by April 20, 2020.
   - Document Head of School hire procedure.
   - Do annual board Evaluation – prior to retreat.
   - Head of school job review May or June 2020.
Fall Festival: Keystone Derby

On November 2nd, over 500 people attended Keystone’s annual fall festival and live auction. Thank you to Ms. Melissa, Development Director, and her planning committee for a wildly successful event – the biggest yet!

Arizona Charter School Association: Business Summit

Ms. Laura attended the annual ACSA Business Summit on November 5th. Topics included the Arizona Tax Credit Program, the New Financial Framework and FERPA Compliance in the Digital Age.

Professional Development

Ms. Adalia, Primary Spanish-Speaking Assistant, attended the Primary Assistants Course at Southwest Institute of Montessori Studies over four weekends and received her AMI Assistants Certificate.


Ms. Laura will be attending the Montessori Administrator Roundtable at Southwest Institute of Montessori Studies on November 16th. She will then be joined by several Keystone staff members at the workshop led by well renowned Montessorian, Jesse McCarthy - Montessori Discipline in School and at Home.

Ahwatukee Festival of Lights

Keystone is a continuing proud sponsor of the North Pole Activity Center at the Festival of Lights Kick Off Party on November 30th. We will distribute Keystone tote bags with our Fall Festival sponsors swag, Keystone water bottles provided by Global Bikes, and other marketing material. Ms. Heather, Admissions and Marketing Director, and Keystone volunteers will be manning the booth to answer questions and take contact information.

Concerts in the Park

Keystone was a proud sponsor of the Awhatukee Concerts in the Park again this fall. Our 3 x 8 foot Keystone banner was prominently displayed in front of the music stage and our logo printed on all marketing materials.

Afterschool Activities

We continue to host chess club, music and art classes for our elementary and adolescent students after school. Riding on the success of last year, Odyssey of the Mind is being offered again and led by two parent volunteers. New this year is a Keystone hiking club hosted by a parent volunteer at various South Mountain trails. Also new this year is a monthly community yoga class led by Ms. Ana, certified yoga instructor, open to Keystone families and their friends.

Parking Lot Extension

The much awaited parking lot extension was open for business at the Fall Festival on November 2nd! The Keystone staff have enough parking now that they are no longer need to utilize the YMCA and more spaces have opened up for parents.