

Yinghua Academy
Minutes from the Board Meeting
January 23, 2006
6:30 to 8:30
Roseville Public Library

Ms. Moeller, Board Chair, called the meeting to Order at 6:40 pm

Board Members in Attendance: Ms. Jennifer Yan, Mr. Doug Parish, Mr. Larry Yan, Ms. Cindy Moeller, Ms. Laura Harris, Ms. Kristina Schatz, Mr. Michael VanKeulen, Ms. Margaret Wong

Members Absent: Ms. Danling Cai, Ms. Zhining Chin, Ms. Jennifer Billig

I. Review of Minutes from January 9th 2006 Board Meeting

Motion to the Board: To Approve Minutes as written: Mr. Parish, Second Ms. Schatz
Motion Passes: Unanimous

II. Functioning Effectively as a Board:

A discussion of what our decision-making process should be as we have now formalized our committee status. Specifically, what authority do committees have to make decisions, spend money, or make agreements with outside agencies?

Agreements:

1. The board is comfortable delegating tasks/decisions to committees that are part of their oversight. Committees should function in the same process as the board, i.e., requiring note-taking, committee discussion and decision making, and votes.
2. Transparency of decision-making is highly valued as well as enough autonomy to act in the best interest of the school. Recognizing there can be a tension between having everyone involved and acting under time constraints, committee chairs will work to keep the full board informed of pending decisions or decisions made, whenever reasonable.
3. The board holds the right to decide whether or not and how much budget a particular committee may have. The committee must keep the full board informed of past spending, planned spending that exceeds its budget, or spending which may not fall under the committee's purview.
4. The following require full board approval:
 - Spending of School's Budget : Unless a budget for spending has been approved for a committee's discretion.
 - Hiring
 - Mission and Vision
5. Each committee aims to create a feedback loop to the full board whenever possible – Board provides committee with authority to make decisions, Committee makes decisions (tentative), offers board opportunity to provide feedback to committee about decision, Committee decides using board feedback as additional information.

6. Committees need to determine time certain calendars for their meetings, these calendars should be shared with the full board. If a meeting is canceled, all committee members and full board should be notified.
7. Open meetings are required.

Current Board Recognized Committees are: Curriculum, Marketing, Facilities, Finance, and Human Resources.

Curriculum Committee: Zhining Chin, Chair

Discussion: Ms. Wong has confirmed that she is willing to join the Curriculum Committee. She will seek additional participation from known leaders in curriculum and instruction that are not on the board to join and help this committee.

Human Resources: Ms. Moeller, Chair

Discussion: Duties will include: Job Description for Director, Salary and Benefits packages for staff, Application Process, Web Site Content

Finance: Mr. Parish, Chair

Marketing: Ms. Schatz, Chair

Facilities: Ms. Schatz, Chair

There was a brief discussion about the Yinghua name, as we are seeking website domain naming rights for this name.

The Mission Statement

This statement was reviewed by the full board. The statement went to each member through email for their review prior to the meeting as well.

Motion to the Board: The current mission statement be approved as the official mission statement for Yinghua Academy.

Motion Mr. VanKeulen, 2nd Ms. Harris
Motion Passes: Unanimous

Board Input on Potential Changes to the By-Laws:

This discussion was tabled to allow all board members to review by-laws more thoroughly before the next full board meeting.

Ms. Moeller has paid \$35.00 of her own money to pay for the Articles of Incorporation application. The board has agreed to pay back Ms. Moeller her \$35.00.

III. Facilities Update

Twenty facilities have been visited and or we have made inquiries.

There remain three possible candidates. It is the recommendation of the Facilities committee that we move ahead on the St. Columba Church in St. Paul on Lafond and Hamline in the Midway area. It is a nice neighborhood, allows for easy access to school.

It is currently the home of Friendship Academy, they are moving to another site after this school year.

Cost seems to be in the appropriate range and size is suitable to the needs we have.

There are some issues with stairs and handicap access throughout the building. Nothing so concerning as it was with the site on Summit Ave.

The general description is that this is a positive site.

Ms. Wong offered the services of her husband to the Facilities Committee, as he is a Real Estate Lawyer.

Motion to the Board: The Facilities Committee is given permission to begin negotiations with representatives of St. Columba Church. *Ms. Schatz, 2nd Ms. Wong*

Motion Passed: Unanimous

IV. Financial Update:

We are still waiting for our 501(c)(3) approval from the IRS. Following the receipt of this letter we need to make contact with the Walton Foundation ASAP.

V. Marketing Committee Report:

Committee minutes were taken and shared with the board. A copy of Marketing Committee minutes is attached at the end of this document. The following were discussed: Mission, target audience for marketing plan, how we should share information and where are good sources to place ads.

Ms. Wong suggested we make contact with the China Tribune and China Insight papers. Ms. Wong has a good relationship with the Editor and can support the idea of the papers doing an article about the school.

Mr. VanKeulen mention that he continues to pursue a relationship with Best Buy Corp and that is going well. He needs to draft an action plan on how to gain their long-term interest. Also there is a grant available but he is unsure about committing the school to a grant's obligations before there are even staff to agree to such an obligation. Finally, he has made contact with a staff member of MPR and they would like to hear more about the school and may be interested in doing a feature on the school.

The logo that was designed and agreed upon by the Marketing Committee met resistance from some of the board members and the full board agreed to suspend the use of the logo and investigate if there is a better option.

Website: We are using HarrietBishopacademy.com as the base for our website home until we get domain name for Yinghua Academy. Photo's and text have been worked on by the committee.

Motion to the Board: A budget of \$2,500 be approved by the board to provide the Marketing Committee money to spend on the marketing campaign, including the \$500 to be paid for the logo design already contracted. *Mr. VanKeulen, 2nd Ms. Moeller*

Motion Passed: Unanimous

VI. School Issues:

There was a review of the Student Applications – Process and Timing that Ms. Moeller had shared in her letter to the board prior to this board meeting:

Process

- Applications may be submitted in person at one of the Information Meetings or by mail to Cindy.
- All applications will be treated equally, except there will be sibling preference. (need to figure out the exact details/process).

Timing

- Sunday, 2/5, 3:00 – 4:30 Parent Information Meeting (Applications may be submitted at the meeting.)
- Saturday, 2/25, 3:00 – 4:30 Parent Information Meeting (Applications may be submitted at the meeting.)
- Saturday, 3/11, 3:00 – 4:30 Parent Information Meeting (Applications may be submitted at the meeting.)
- Sunday, 2/5 – Saturday, 3/11 “First Round” applications accepted by mail.
- Saturday, 3/11 Deadline for “first round” applications
- Monday, 3/13 Random Drawing for Students and Waiting List (if “too many “students apply)
- Friday, 3/17 Parents will be notified by this date at the latest.
- 3/11 – 8/30 We will continue to accept applications and accept the students or add their name to a waiting list.

The board decided to use this process and timing.

VII. Timetable:

A sheet titled Yinghua Academy Timetable Status as of 1/21/06 was distributed to the Board that provided a timetable of key needs for each committee to accomplish in the next month (+/-) with comments of current status of work from each committee.

Motion to Adjourn at 8:45 pm: Ms. Schatz, 2nd Ms. Harris

Motion Approved: Unanimous

Minutes taken and submitted by,

**Mr. Michael VanKeulen
1/30/06**

Yinghua Academy -- Marketing Subcommittee

Summary of Discussion at the 1/16/06 Meeting

Marketing Strategy/Plan Includes:

Mission

The mission of Yinghua Academy is to provide a challenging and comprehensive learning environment that will nurture our students' natural inquisitiveness and will prepare them to be engaged and productive global citizens.

Our students will develop intellectual curiosity and critical-thinking skills as well as broad and deep knowledge in language arts, mathematics, world and American history and culture, science, and fine arts.

Yinghua Academy will be bilingual and bicultural. During the 2006-2007 school year Yinghua Academy will provide immersion in Mandarin Chinese in K and 1st grade and a significant introduction to Mandarin Chinese in 2nd and 3rd grades as well as Chinese cultural experiences in all grades.

Target Audience

- Parents who have children who will be in K, 1st, 2nd, or 3rd grade in the 06/07 school year and who are potentially interested in a school with an emphasis on Chinese language and culture.
- Parents who will have school-age children in fall 2007 or fall 2008 and who are potentially interested in a school with an emphasis on Chinese language and culture.
- Potential funding partners

Plan/Vehicles

- Logo
 - Committee decided logo direction.
 - Kristina will have revised and present for final approval.
- Website (Design and Content)
 - Committee decided that the use of family photos of Chinese children and other children combined with Chinese picturesque scenes should be considered for use in the web design and in the brochure.
 - Please submit any digital photos asap to Kristina. Website text will be drafted by Cindy and Kristina.
- Brochure (Design and Content)
 - Kristina will come up with brochure headings and work with designer to create a brochure template.
- Radio
 - Kristina will talk with an assignment editor and friend at MPR and ask about how best to approach MPR.
- Participation in Events for Chinese New Year
 - Cindy will write a 1/2 page flyer in English. Jennifer Y. will translate into Chinese. Kristina will coordinate with logo designer to get logo placed.
 - FCC New Year Celebration – Sunday, January 22, 2006 2 PM
 - FCC/CAAM New Year Celebrations – Sunday, January 29, 2006, 2:00 PM
 - Chinese New Year Grand Celebration – Saturday, February 4, 2006 5:30 PM
- Open Meeting(s)
 - Agreed that open meetings should be scheduled for 2/5/06, 2/25/06, and 3/11/06
 - Cindy has the Roseville Library meeting room reserved for 2/5/06 and will check on availability on the other dates.
- Additional E-mails to Cindy's E-Mail List
 - Cindy will continue to send out e-mails on a regular basis, every 2-3 weeks or as appropriate.
- Postings on e-mail lists and at Chinese-oriented organizations and businesses including (but not limited to): FCC, Crossroads Adoption, Children's Home Society, Lutheran Social Services, CAAM Dance Theater, Midwest Buddhist Association.
 - Kristina will try and contact as many of these organizations as possible to see if our information would be appropriate for their list and to see if there is any other way that we can work together.
- Talking Points for Board Members, etc. (refer to website, brochure, and flyer)
- T-shirts (for kids when their parents complete an application? -- to be discussed later)
- Uniforms (to be discussed later)

Plan/Vehicles (continued)

- Press Releases/Articles sent to various publications
 - Jennifer B will send sample press release to Kristina. Cindy and Kristina will work on the Press Release.
 - No press releases will be sent out until our funders are aware of Yinghua Academy's intentions.
 - *Pioneer Press*
 - *StarTribune*
 - Neighborhood Newspapers (Hennepin and Ramsey County papers)
 - Bloomington [Sun-Current](#)
 - Brooklyn Center/Brooklyn Park [Sun Post](#)
 - Champlin/Dayton [Press](#)
 - Eden Prairie [News](#)
 - Eden Prairie [Sun Current](#)
 - Edina [Sun Current](#)
 - Hopkins/East Minnetonka [Sun Sailor](#)
 - Long Lake -[The Pioneer](#)
 - Minneapolis -[The Bridge](#)
 - Minneapolis -[The Circle](#)
 - Minneapolis -[City Pages](#)
 - Minneapolis -[North News](#)
 - Minneapolis [Northeast](#)
 - Minneapolis -[Skyway News](#)
 - Minneapolis -[SouthwestJournal](#)
 - Minnetonka -[Lakeshore WeeklyNews](#)
 - Mound -[The Laker](#)
 - Osseo-Maple Grove [Press](#)
 - Richfield [Sun Current](#)
 - Robbinsdale/Crystal/New Hope/Golden Valley [Sun Post](#)
 - St. Louis Park [Sun Sailor](#)
 - Wayzata/Orono/Plymouth/Long Lake [Sun Sailor](#)
 - West Minnetonka/Deephaven [Sun Sailor](#)
 - Hugo -[The Hugonian](#)
 - Hugo -[Your Neighborhood News and Report](#)
 - Mounds View/St. Anthony/New Brighton [Sun Focus](#)
 - New Brighton [Bulletin](#)
 - North St. Paul -[Ramsey County Review](#)
 - Roseville [Review](#)
 - St. Paul -[GrandGazette](#)
 - St. Paul -[Merriam ParkPost](#)
 - St. Paul [Review East](#)
 - St. Paul [Voice](#)
 - White Bear Lake [Press](#)
 - Asian Focused Newspapers
 - China Insights
 - Asian Pages
 - AsianAmerican Press
 - China Tribune
 - Other Specialty Newspapers
 - Minnesota Parent
 - Minnesota Womens Press