

Yinghua Academy Board Meeting Minutes

May 7, 2007

BOARD MEMBERS IN ATTENDANCE

Doug Parish (Chair for this meeting), Michael VanKeulen (Secretary for this meeting), Margaret Wong, Larry Yan, Sandy Doubek,

BOARD MEMBERS NOT IN ATTENDANCE

Cindy Moeller, Kristina Schatz

DIRECTOR IN ATTENDANCE

Betsy Lueth

OTHERS IN ATTENDANCE

Denise Peterson (Friends of Ascension)

Meeting Called to Order at 6:40 P.M. by Mr. Parish.

AGENDA

A motion to approve the agenda was forwarded by Ms. Wong. The motion was seconded by Mr. Yan and was approved unanimously.

4/30/07 SPECIAL BOARD MEETING MINUTES

A motion to approve the 4/30/07 board meeting minutes was forwarded by Ms. Doubek. The motion was seconded by Ms. Wong and was approved unanimously.

DIRECTOR'S REPORT

A discussion was held regarding how best to target our advertising for next year's enrollment. Ms. Lueth suggested that we focus our energies on the Roseville, Shoreview, Moundsview communities because at this time they have no elementary or middle school language programs available.

Enrollment for next year is at 44 for kindergarten an acceptable number, but we could still use more of the older students, particularly grades 3 and 4. Targeting the above mentioned markets for advertising holds the best hope for reaching interested older students.

The current budget for our marketing campaign is \$1,500. Ms. Lueth reports that this will not be adequate. Our new campaign will cost more like \$3,300.00 and we would also keep our name prominent in the eyes of the local Chinese community, an ad to the amount of \$500.00 is proposed to be placed in the *China Insight* paper.

Motion: Margaret Wong, A motion to raise our marketing budget from the current \$1500 to \$4,000 to meet the marketing goals through August of 2007, as laid out by Ms. Lueth, targeting listed communities, and a prominent ad in the *China Insight*.

2nd. Ms. Doubek. Motion Approved.

Upcoming events:

Passport to China Event (i.e., Kindergarten Round-Up) scheduled for May 31st.
Volunteer Appreciation Luncheon (Date not noted)
Volunteer Clean Up around the school day: Saturday, May 12th
Yinghua Carnival: May 18th
Last day of classes: June 12th

UPDATES/OLD BUSINESS

FACILITY UPDATE

Our landlord is currently looking at the building plans through 2011. He will provide us with costs associated with the build out for 2008-2009. He will also look at the plans through 2011 for feasibility.

YACA UPDATE

General membership meeting will be held on Wednesday, May 30th, 2007. The agenda items include:

- State of the School by Ms. Moeller
- YACA Financial Update
- State of YACA and YACA Elections

SAFETY INSPECTION

It was suggested that we prepare for a safety check of building and playground equipment over the summer. Mr. Parish has a contact for this and will email Ms. Lueth this contact information.

MARKETING

Ms. Schatz is traveling abroad, and Ms. Lueth presented to the board in her Director's report relevant information.

FINANCIAL UPDATE

The board reviewed the April budget and projections. There were no concerns expressed about the current budget at this time with an expectation that we will continue to make good progress.

The budget projections were discussed with a goal of having a strong budget balance by the beginning of the third year of operation preparing for the ending of federal start up dollars.

The board expressed a desire to see a 15% of total budget in reserve by the end of the 7th year of operation.

Motion: Michael VanKeulen. Motion to approve the amended 06-07 budget, the proposed 07-08 budget and the written statement Mr. Parish presented with the following amendment to this statement: Yinghua Academy Board, in the desire to achieve a 15% fund balance by our 7th year of operation, expects to see appropriate progress towards this goal and this will be evaluated annually and whenever we approve or amend our annual budget.

2nd Ms. Doubek - Approved

A presentation by Mr. Parish of accounting best practices, particularly in regards to segregation of duties, will be presented in the upcoming board meeting.

FACILITIES

We have completed the lease agreement with building owner, signed the lease and the reconstruction work is almost completed. The staff and board are thus far very satisfied with the expansion work being done. Compliments to those who worked on this effort.

YACA UPDATE

There are 3-4 new candidates looking to join the YACA board this coming year. Elections will be held on May 30th, there is currently nobody leaving the YACA board. They are planning some parent get-togethers over the summer. Dates to be determined. There will be an August picnic, clothing/uniform sale/exchange. "Teacher appreciation" books with photos and artwork are being prepared.

DIRECTOR'S JOB DESCRIPTION

A discussion of the director's job description took place; minor revisions to the document's language were suggested. More time may be needed to review more fully. Board is requested to review on their own time, and send any comments or revision suggestions to Cindy Moeller by May 14th through email. This document should be finalized at the next board meeting, on May 21st.

Closed meeting to discuss staff salaries and new hires.

ADJOURNMENT

Mr. Yan motioned to adjourn; Mr. VanKeulen seconded. The meeting was adjourned 8:40 PM.