

YACA Board Meeting Minutes
November 4, 2009
Yinghua Academy
FINAL

Ms. Parish called the meeting to order at 7:00 p.m.

Board Members Present

Tess DeGeest, Susan Green, Wendie Lindberg, Ana Ly, Naomi Mueller, Jean Parish, Ruth Straub

Board Members Not Present

Todd Harmsen, Coley Murphy, Sandy Norris

Visitors

Alison Parks, Yinghua Academy Volunteer Coordinator

Agenda

Ms. Parish proposed amending the agenda to move up the Fundraising report. Ms. Lindberg made a motion to approve the agenda as amended; Ms. DeGeest seconded the motion; the motion was approved unanimously.

Minutes

Ms. DeGeest made a motion to approve the minutes of the September 15th meeting as amended. Ms. Green seconded the motion; the motion was approved unanimously.

Ms. Lindberg will confirm the minutes of the October 8th meeting with Ms. Norris.

Ms. Ly made a motion to approve the minutes of the General Membership meeting. Ms. DeGeest seconded the motion; the motion was approved unanimously.

Public Forum

No one attending.

Standing Reports

Chair/ Co-Chair:

Ms. Parish requested a volunteer to manage the Parent Coffee at Urban Harvest on Thursday. Ms. Ly volunteered to attend as the YACA representative and handle the set up and get the invoice.

Dates for the February and May General Membership meetings were discussed. The dates agreed on are Saturday, February 27th at 10:00 am and Wednesday, May 5th at 6:00 pm. Ms. Lindberg will email topics to the group from prior surveys for the Education committee to review.

Ms. Parish also noted she would take on the responsibility for putting out more communications regarding YACA sponsored events to parents.

Ms. Parks will send Ms. Parish a request for the Classroom Coordinators to share updated email addresses with Mary Ann Choy, School Board member, for the school directory.

Ms. Parish suggested that YACA get a sandwich board to post event notices outside the day of any YACA events.

Ms. DeGeest reported that givemn.org has set up a matching funds day for November 17. After discussion with Abigail Pribbenow, School Board member, she recommended that since Yinghua would participate in this with a web page and that YACA had just completed the Blue Sky Guide campaign, that YACA not participate in this. The Board agreed.

Secretary:

Ms. Lindberg distributed results from the survey conducted at the last General Membership meeting. Suggestions made for future meeting topics were noted.

Treasurer:

No report. However, Ms. Parish reported that there have been no changes since the last meeting.

Volunteer Coordinator:

Ms. Parks reported that she had visited a number of libraries and posted the school's library job opening to assist in recruiting for the part time librarian position for Yinghua.

She also noted that there is an urgent need for volunteers for next week's Book Fair.

Classroom Coordinator:

Ms. Parish reported for Ms. Daul:

- The Double Ninth holiday celebration with grandparents visiting classrooms was a success.
- Classroom Coordinators have requested that families donate board games for indoor recess.
- Chaperones are being recruited for the upcoming Art Adventures field trips.
- Classroom Coordinators have also requested donations for teachers' gifts.

School Board Liaison:

Ms. Mueller reported that the School Board retreat will be held in two weeks.

Ms. Parish reported for Mr. Murphy that the School Board is looking for people to join a policy committee. The committee will meet about three to four times to review all the school's policies and will not be a permanent committee.

Subcommittee Reports

Fundraising:

Blue Sky Guides. Ms. Straub reported that 10% of the books have not been returned. The total net for the sale was \$3,756. On average, 1.75 books per family were sold. 65% of the families bought books, 5% of the families made donations and 21% returned their books.

Other Fundraising. Ms. DeGeest noted that the YA Capital Campaign group is planning a special event fundraiser before the end of the school year.

The fundraising committee will meet to review other fundraising options and will make recommendations to the full Board.

Red Envelope Campaign. The Red Envelope campaign goal, currently set for \$35,000 was discussed. Ms. Parish reviewed the reasoning for setting the current goal:

- The giving pattern based on previous years: year one raised approximately \$5,000; the goal for year two was \$10,000, with about \$14,000 raised; the year three goal was \$20,000, with over \$26,000 raised. For year four, 2009/10, the projected goal of \$35,000 seemed aggressive yet not unreasonable based on the increased number of families and the first year in which the previous year's goal was not doubled.

Ms. DeGeest proposed an alternative goal of \$28,000. She noted that giving is down in general and also raised the concern that setting a goal too high and not achieving it could have a negative impact on an organization. By lowering the goal, we have a greater chance of exceeding it which in turn creates a feeling of greater success, rather than falling short. She also noted that trends in non-profit giving are definitely declining. Ms Parish noted that Yinghua doesn't fall quite within the usual definition of a non-profit.

Ms. Parish noted that she and Ms. DeGeest met with the YA Board Capital Campaign committee and they said they have no concerns about YACA's continuation of the Red Envelope Campaign. In the future, several agreed that these efforts may somehow be combined or coordinated, but for now, they do not feel risk or concern that YACA proceed as planned with what is essentially the Annual Campaign for Yinghua Academy.

It was decided that an email vote would be conducted by the entire YACA Board on the Red Envelope goal. The Board will vote on a goal of either \$35,000 or \$28,000.

School and Family Events:

Kite Festival. Ms. Green noted that she has never had so much trouble finding a volunteer to help with anything at Yinghua. She estimated 100 people total, approximately 30-40 families attended. In planning next year she recommended consider the following:

- By calling it the Kite Festival, most people expect a KITE activity;
- The grandparents at school were very fun, a big hit. She suggested perhaps renaming the event to "Double Ninth Grandparents Day" or something similar;
- Kids loved the free-roaming time in the gym;
- The pot-luck went well;
- While not a large turn out not huge, the event went well. Since it may be tough timing for people to go home and have to come back, consider holding the event right after school.

General Membership Meeting. The education committee should review the topics suggested in past surveys to determine the next speaker. The timing and difficulty was discussed of people having to return to school after school hours, on a week night. Some thought we may get a larger crowd by reviewing the name of the event, perhaps remove "meeting" from title.

Newsletter. Ms. DeGeest reported that the next YACA News will go out Nov. 20. Articles/ideas are due for this Nov. 12 and we'll include the YA non-discrimination clause.

Chaperones for MIA. YACA will ask Ms. Daul to send reminders to Chaperones to help avoid no-shows (which was a problem last year). Ms. Green suggested we use this time to solicit new volunteers for next year's MIA Art Adventure. Ms. Parish will follow up with Wei Ling (Chen Laoshi) about a tea ceremony for Kindergartners.

Adjourn

Ms. Parish adjourned the meeting.

Next Board Meeting date is scheduled for 6:30 pm, Tuesday, December 15th at Ms. Parish's home.