

Gathering Waters Board  
Agenda 12/12/2020 9:30 a.m.

**In Attendance:** Gabrielle, Janet, Emily, Eliza, Elizabeth, Theresa, Sara C., Sara N., Fiona, Marcy

**Began 9:36am**

**Next Meeting:** Saturday Jan 2 9:30 -11:30 a.m.

**I. Opening Verse and check in (15 min)**

Elizabeth: More interest input on FaceBook through word-of-mouth. Excitement is building!

Janet: Need to put out a press release, many have reached out to offer support.

Alliance update: Chamomile to talk next week, website clarification to bring, looking forward to great collaboration in future!

Fiona: Newsletter needs to go out soon but also it needs to offer reliable next-steps for parents who are interested

Theresa: Acknowledgment of acceptance quickly followed by release of funds so joyful.

Eliza: Looking forward to offering EC support to Board

Marcy: Peace and excitement. Evident we are getting a lot of help from the spiritual world.

Overview of Board Acceptance: Unanimous support, looked primarily at finances most concern about sustainability of finances. Recommended find more finance, marketing, development representatives on the board

**II. Clarify decision-making group**

Need 8 Board Members total. Currently we have 5: Gabrielle Schuerman, Melanie Everhardt, Emily Turner, Elizabeth Hamshaw, Janet Gordo. Marcy, Theresa and Sara N as members of the FOGW group will act as interim Board members with voting privileges. Vote- Approved.

Have 2 months for final 4 Board Members to join in.

**III. Terminology-Janet**

Per discussion with Chamomile: she will give feedback re website, can call ourselves an initiative school. NE Woodlands has: APWE logo, Waldorf-inspired, and initiative all used. Will verify with Chamomile.

**IV. Thank you to Jane**

Can only give insignificant gifts: Cards, and beeswax lanterns. Cards will be held at Majoy's. Also include Carol in gift/card and card to St. Board of Ed. Theresa has blank cards for expressing gratitude. Gabrielle will pick-up lanterns. All Next week- stop by Majoy's to sign 3 cards. They will be on the front porch with a pen for contactless signing. Gabrielle write-out Jane's note, Theresa write-out Carol, Janet write-out Board notes.

**V. Committee Reports -Designate chair of each committee?**

**A. Outreach -Fiona and Elizabeth and Marcy, Sara C. as advisory**

1. Facebook
2. Website
3. Constant Contact-Newsletter
4. Silent Auction
5. Press Release Sara C may draft would like to collaborate with someone more firm in process- asking for bullet list of information to go into it (Gabrielle). Sara wil draft, run-by Emily and Eliza for finalization. Will go to: Peterborough Ledger, Sentinel, Brattleboro Reformer, Waldorf Today and other Waldorf Pubs., Contact education writer for Sentinel (Gabrielle) Janet has her email and will forward to Gabrielle
6. Outreach to Families -set date for ZOOM Another Zoom after Lead Administrator has been hired. Gabrielle, Janet, Eliza will work on reformatting slideshow for outreach. Fiona will help with Q and A's that may come up. Gabrielle, **Emily**, Elizabeth on Zoom meeting to present and offer Q and A. Emily to be "host" .

Discussion: Formal finalizing process for written word? Gabrielle (as Pres.) would ok final draft? Group will ok final draft? Rough draft to Sara C for editing and content then to group for further comments? Fiona to not be primary writer but one or two others for editing of content , Gabrielle for final review, Fiona incorporates into website/newsletter/ etc.. for send out. Need central, connecting voice.

**Finalized Process:** Sara C. and Emily and Eliza if needed to be final editors for final voice. Content sent to them for review and editing. They will send out finalized content to whomever will disseminate. Emily says: For proofreading— best to send me a text or call at 603-903-2432 for anything time sensitive (needed that day). Fiona to send Facebook post and Newsletter for proofing today. Clarify auction proceeds to start-up funds.

## **B. Enrollment- Sara N. Emily**

1. Prepare to launch Application Jan 2nd 2021 for Feb 1 deadline & Lottery Feb 15 2021
2. Prepare for Lottery (To be held February 15)
3. Community Outreach-coordinate with Marketing for online marketing; yard signs, Shopper...

Report: two separate for grades and high school? Yes.

-Save Agreement for Acceptance? Create Acceptance Packet? Yes create separate Admissions packet, need agreement as shared understanding  
 -Simplest/effective application process- save for development coordinator  
 -Create outline of process on specific application website page- submit to editing team and then outreach  
 -Q about Schoolmint software- multiple school apps is part of software. Many school districts supply software to charters for this purpose. NH does not- looks like this may be geared toward larger organizational structures- Stick with free until Admissions team has been hired to reformat and manage.

Need shared understanding in application process. Two-step form starting with understanding agreement

New email address for applications to go to- Outreach will set up Admissions@ email address.

### **C. Hiring/HR-**Emily, Janet, Gabrielle

1. Lead Admin 5 candidates have applied for the Lead Admin posting. 2 are promising. Next phase of interviewing can now begin. **References after interview invite, will announce name with recommendation for hire. Update ads to reflect approval**
2. Faculty Ad is ready to be published to Alliance, Waldorf Today, our website. Any other recommendations for platforms? Faculty hiring will happen on a rolling basis. **Broad, one ad for all levels of school. Ready to go out.**
3. Business Administrator- Need to create ad and post. Potentially advertise with a wider scope (not necessarily Waldorf-specific). Hiring process will follow that of faculty.
4. Proposal for looping **1-5 (with potential for combining), 6-8,9 for flexibility. Dependent on who we hire. Not be attached to specialties at this time with 9 in mind plugging in teachers according to abilities in specific skills.**
5. Salary structure

Worked to develop a transparent salary structure that takes into account compensation for experience and education, as well as supporting basic living needs while also capping salaries (max and minimum salaries).

**D. Fundraising/Development-**See below Fundraising Plan from the application; Need for someone to hold this

1. Silent Auction-Marcy with support from Marketing
2. Fundraising Letter-**Sara C and Janet**
3. Keene Business Connections-
4. Apply for Start-up funds -**Gabrielle**
5. Putnam Foundation-
6. Barr Foundation-

**Identifying people who could purchase facility and then we rent from. Creating presentation to begin conversation. Marcy, Janet, Gabrielle, Lisa M.**

### **E. Kindergarten Question-**Subcommittee to Explore?-Eliza M.

**Gather numbers and location most important to amend on state level. Eliza willing to spearhead. Create student interest forms for K specific (will be in Newsletter) do not offer on application initially until approved. Can we have children in public Kindergarten for more than one year? Find out more re: public K requirements. Eliza will connect with K teacher at Surry Village. Sara will contact other charter K teachers to ask about Mixed age model.**

**Small group to join Eliza: Sara N, Marcy, Gabrielle, for goal setting, timeline, next steps.**

### **F. Governance-**Ongoing search for board and committee members:

Need for more expertise in finance/business owners. How do we feel about people who have

little Waldorf experience? As long as they do not have specific antipathies and can get behind Mission and Vision there is comfort in them being a part.

### **G. Strategic Planning**

1. Paperwork for the State-Gabrielle
2. 501C3-Gabrielle

### **III. Closing Verse**

**End 12:10 pm**

## **Fundraising Plan**

**Preop-** Federal start-up funds, 20,000 annual fund and auction

**Annually:** Total 97,000

**Fundraisers (31,000):** Crafts Fair 5000, Circus Smirkus 16,000, Raffle 10,000

**Annual Fund (16,000):** Board =2000; 2 x 2500; 4 x 500; 60 x 100; 50 x 20

**Development (50,000):** larger donors; Putnam Foundation, Barr Foundation, C and S, Markham Image



