

Child Care Center at Norwich
Annual Meeting June 15, 2009
Minutes

In Attendance: Neil O'Dell, Julie Stevenson, Allison Colburn, Jodi Wenger, Rick Canning, Brystol Rayno, Laura Scott, Shoshanna Hort, Tricia Groff, Karen Burdette, Karla Ilsley

Absent: Jennifer Letendre, Sarah Stewart Taylor, Marlene McDonald, Diego Mas

Quorum present? Yes

Summary of Agenda Items

Neil reviewed the Center's accomplishments over the 2008/2009 school year. We recognized several staff members for 10 and 20 year anniversaries with the center and remarked on the incredible tenure that most of our staff have.

Two new board members were elected: Tricia Groff and Shoshanna Hort. Board members up for re-election were indeed elected: Marlene McDonald, Jodi Wenger, Neil Odell, Julie Stevenson, Laura Scott.

The rest of the meeting incorporated a brainstorming session on the goals and vision for the center both short and long term. This was a true brainstorming session with all ideas going on the list. The complete list is recreated below.

Teacher Education/Professional Development

- Allow Center to close early several days/yr to provide time for staff to go to conferences or have in-house training time
- Build in extra time for maintaining NAEYC portfolios
- Do more teambuilding within and between classrooms to reinforce mission, center goals, and enhance staff experience
- Have every classroom team be larger to allow for more flexibility with staffing, professional development, and planning time.

Increase Fundraising Capacity

- Hire a grant writer/development person to increase revenue via charitable giving
- Launch an endowment or focused capital campaign
- Track alumni better to help tap into fundraising possibilities
- Start an alumni newsletter – goes to parents of alums
- Start a “birthday card campaign” where every center child gets a birthday card – forever – with the idea of increasing fundraising
- Have a 40th Anniversary event to raise money
- Do more public relations in the Upper Valley – staff retention, age of center, mission, increase awareness.
- Saturday morning breakfast fundraisers

Sell artwork on e-bay
Semi-annual used toy sale or exchange
Community yard sale – rent tables, include raffle of big ticket item

Ideas for Large Scale Growth

Increase size of nursery – based on community need – find a way to make a nursery profitable
Increase hours of operation
Create an after school program for all elementary school kids
Launch satellite branches in other towns
Acquire other day cares in order to gain economies of scale
Become affiliated with Bright Horizons
Become affiliated with local business – they “buy” spots for employee’s kids
Move to New Hampshire
Leverage property to make money
 Subdivide & sell lots
 Lease for cell tower, wind mill, Broadband tower, etc
 Rent land as community garden space
Make use of property during off hours to make money
 Adult learning
 Party space for kids on weekends
 Reunions
 Corporate retreats
 Community center activities on weekends
Run Summer Camps
After school enrichment programs: cooking classes

Ideas to improve experience for kids/parents

Introduce services to make parent’s lives easier:
 Partner with caterer to have take home meals ready to pick up when the parents pick up kids at the center
 Bring in services for kids: hair cuts, dentist, doctor visits,
 Extras: ballet lessons, gymnastics, music lessons, etc.

Other Ideas

Band together with other day care providers to negotiate better health insurance benefits, retirement, etc.
Eliminate “income blind-ness” and look at income when enrolling
Ask parents to agree to a certain amt of volunteer time per year or pay fee instead
Forge relationships between seniors and the center
Let parents know what we need/want so they can help us get it

Ways to make sure in 5 yrs the Center is known as the premier child care facility in the Upper Valley:

Work with OB’s and midwives to spread the word

Increase visibility in the community
Spread the mission
Put Snoopy in the Yellow Room window
Advertise the link between center strength and community value/strength
Share stories of kids and families that the Center has served
Do Art Shows at local businesses & combine with “stories” above
VPR
Find a College Student to put together a “story corps” type project for the Center
Link up with the Black Ctr in Hanover – Seniors, Norwich Retired Living

Capital Improvements/Wish List

Ceiling fan motor
Rotating Renovations – each room gets re-done once every 6 years (wax floors, paint, etc.)
Toy replacement as needed
Playground improvements – repave the circle
Renoovate the little playground – grass & bank reinforcement