

Saratoga Central Catholic School

Minutes of the Meeting of the Board of Trustees held on March 8, 2017
6:30 pm

Members in Attendance:

Michael Naughton, Chair
Dawn Martinez, Vice Chair
Fran Dingeman, Secretary
Lew Benton
Erin Callahan
Dan Shea
Becky Stauffer
Stan Weeks
L. Stephen Lombard, Principal

Other Attendees:

Mary Guarnieri
Tom Gould (arrived at 7:00pm)

The meeting was called to order by Mr. Naughton.

Mr. Naughton offered an opening prayer.

Dawn Martinez moved to approve the minutes of the February 8th, 2017 meeting. Dan Shea seconded the motion and it was unanimously approved.

State of the School Report

- Mr. Lombard reported that the month of March will be a good indicator of September enrollment numbers.
- Mr. Lombard reported on tuition in arrears with an improvement over January numbers by 50% due to families spreading out payments to 2 times per year.
- Mr. Lombard reported that the number of scholarships this year was impressive, although slightly behind last year.
- Mr. Lombard reported he would be rescheduling the State of the School Address by the end of this month.
- Mr. Lombard reported that the 5 defibrillators purchased years ago were out of date. The cost is \$6000 to replace them. These defibrillators must be available at every sporting event and activity. The older one in the main lobby is still usable.
- Mr. Lombard reported that an Open House is scheduled for Thursday, March 16th from 6pm to 8pm. The Enrollment Committee has been focused on marketing and has allotted \$1100 for radio advertising. Lawn signs have also been purchased and put up throughout the area. Mr. Lombard reported that Mrs. Bailey has sent announcements to churches within the diocese for placement in their bulletins.
- Mr. Lombard agreed with the Board that we should target 8th grade parents for 9th grade potential students.
- Erin Callahan confirmed that student directory lists are public information in reference to the Board suggested using those lists for open house mailings.
- Mr. Lombard noted Monday, March 20 as "Day to Day". It's a culmination of what's been worked on since September. Students have the day off.
- Mr. Lombard suggested that the Board attend the Beacon of Hope Ball. He noted that it's important to have a strong showing of Board members at the event. There is a \$50 ticket

price for Board members, teachers and staff. Mr. Lombard offered congratulations to Mr. Weeks for being honored with an award at the event.

- Mr. Lombard thanked Dawn Martinez for the basket donation to the Beacon of Hope Ball which included an overnight stay at the Courtyard by Marriott, Spac Orchestra and Ballet tickets, among other items.

Mission Enhancement Committee

- Mr. Naughton reported that the committee did not meet.

Development Committee

- Mr. Benton reported that the committee did not meet. Mr. Benton shared year to date fundraising revenue numbers of \$163,199 which were strong compared to the gross dollars budgeted at \$215,800.
- Mr. Benton reported that the shared numbers reflect eliminating the Tuition Raffle this year because it didn't prove to bring in a significant amount of revenue last year.
- Mrs. Guarnieri reported that the Golf Committee has started securing sponsors for the Golf Tournament on May 26th.
- Mrs. Guarnieri reported that the Alumni Appeal started. The newsletter went out with return envelopes on Monday, March 6. A second newsletter would be mailed by the end of the school year. Mr. Benton asked the Board to assist in any way they can in the form of spot phone calls or letter writing.
- School families will be followed up with soon regarding their choice to either volunteer 25 hours of their time or contribute \$250 to the school.

Finance Committee

- Mr. Weeks reported that the Committee met on February 15. Minutes were distributed and the full board approved of a 3% tuition increase for the 2017-2018 school year.
- As of January 31st, we are in an optimistic place because of the two state checks as well as the \$12,500 from the Diocese Assistance Regionalization Reinvestment Fund.
- The Finance Committee will meet again after they receive new numbers.
- Mr. Weeks noted that our budget was based on projected enrollment of 250 students. We will have to focus on enrollment going forward and be creative about it. Enrollment impacts our budgets and what we can do in the school. We must enroll 250 students or we'll have to cut somewhere. We have the capacity for 280 students.
- The Board discussed emphasizing that the school is a college preparatory institution and that our students are awarded impressive scholarship dollars year after year.
- The Board discussed how to encourage parish priests to be part of the Catholic school marketing program.
- Mr. Weeks noted that we look forward to receiving budget documents in early April.
- Dan Shea agreed to submit a wish list of school items that are needed including the refurbishing of the front entry to the school.

Facilities Committee

- Mr. Shea reported that the Committee did not meet.

Enrollment Committee

- Mrs. Fornabia was not present but circulated the minutes before the Board meeting.
- Mr. Naughton reported that the Enrollment Committee purchased and distributed Open House signs and were working on a digital marketing plan and restaurant advertising touting the school's ratings and rankings.

- A flyer addressing the strong points of the school was suggested for the Church bulletins. Mr. Benton volunteered to speak to Fr. Tom about including the flyer in the Church of St Peter's bulletin.
- Becky Stauffer suggested bringing interested parents in for an intimate gathering as had been done in earlier years of our school history. Mr. Lombard agreed to speak to Jim Browell and Mary Fornabia about it.

Financial Aid Committee

- Mr. Benton and Mr. Gould will meet with Mary Gavin for help with the spread sheet.
- Financial aid information will be available in April.

Nominating Committee

- Erin Callahan asked for further clarification on the nomination process.
- Mr. Gould confirmed that the School Board members needed to be Catholic as a qualification.
- It was noted that we need someone to head Facilities and Finance as Dan Shea will be terming off the Board.
- It was noted that we need a total of 5 new Board members.
- A focus would be placed on finding a new Board member who has a recent Saratoga Central Catholic graduate in their family.
- A letter was shared from Mr. Ed Hammond who indicated interest in helping the school with finances or facilities. We would respond with a welcome to participate on the Facilities Committee and an invitation to attend the March 20th meeting.

School Liaisons

St. Mary/St. Alphonse School

- There was no meeting due to snow. The meeting was rescheduled for a week from Monday.

St. Clement's School

- Mary Fornabia attended and shared her report by email.
- The St. Clement's Board would meet on Thursdays going forward.
- It was reported that St. Clement's saw a 4.5% increase in tuition with the option to pay over time.

St. Mary's School

- Erin Callahan attended in Dawn Martinez's stead.
- St. Mary's will be hosting an Open House in January after Mass.
- They were focused on enrollments with an ad coming out in Mamatoga Magazine.
- They will be hosting a Run Raising event on March 11.
- They were preparing for a Golf Tournament in early June.

Additional Agenda Items

- On line pre-registration was tested by Mary Fornabia, Mary Guarnieri and Dawn Martinez and reported to be a positive experience.
- There was positive feedback from the Open Mic Night .
- There will be a Pasta and Bingo Fundraiser in School this Friday, March 10.
- Giving Day is April 12th .

- The Board contributed \$20 each to take out a group ad in the yearbook.

At 8:25 PM, Mr. Naughton adjourned the meeting and closed with a prayer.

The next board meeting will be Wednesday, April 12 at 6:30 PM.