

ESFRS Board Meeting Minutes  
January 12, 2012 Suzuki Charter School

Attendees: Kathleen Schoen (Music Director)    Pater Klassen (Member at Large)  
                  Delores Peters (President)            Cathi Cowie (Registrar)  
                  Rose Wolski (Secretary)             Elena Savage (Member at Large)

Absent: Jackie Lalonde (Treasurer)

1. Call to order at 5:00 p.m.
2. Approval of Agenda - **passed**
3. Approval of Minutes September 22, 2011 - **passed**
4. Reports from Board Members

Registrar

Current enrolment stands at 40 students; 6 of which are new.

Music Director

Kathleen discussed financial matters with the board.

We can expect a rent increase to \$4.50/hr (up from \$4.29/hr = approx. 5%). ESFRS has not received confirmation of this from the Charter School Board and there was no mention of increasing custodial fees. Nevertheless, the board will proceed with this expected increase in next year's budget. Rent appears to be at a general holding pattern until facility improvements are made, namely sound proofing, after which a significant increase is expected.

Kathleen distributed a financial summary current to Dec 31 2011. Variances from spring to fall estimates were pointed out, specifically in Program Development: materials (books and CDs), PD for teachers (SAA conference 2012 in Minneapolis; ESFRS is sending 2 teachers) and parent programs (SAA is offering Parents as Partners on-line conference again). Rose motioned to accept the financial summary as presented; Peter seconded; **passed**.

Fees— The initial financial forecast determined a loss if fees remain the same. After a lot of discussion the board agreed on the following principles with regards to fee increases:

1. Annual fees should cover the annual operating costs, but not necessarily the "wish list" items like scholarships.
2. Fees for the flute school should remain comparable to the fees for other groups like piano or strings, remembering to adjust for the number of group classes as flute offers more group lessons than other groups.
3. Fees could increase 4-6% to be acceptable to families.
4. The \$9600 in reserves should be retained as much as possible this year.
5. Teachers are our most valued resource and therefore professional development and bringing their wages to market value are priorities.

Kathleen will work on her spreadsheets more and e-mail the board some options. If a decision cannot be made by e-mail, an exceptional board meeting will be called.  
(See Addendum)

## 5. New Business

On-line Banking- Jackie has requested that a motion be made to set up on-line banking for the ESFRS account. Kathleen has explored this and is aware that two people who have signing authority on the account need to meet with one of the financial advisers to organize the passwords, very much like the process for changing signing authority. Following discussion, Delores made a motion that the board agrees to on-line banking with annual password change or when signatories change, and that a document of responsibility respecting confidentiality and password protection, be signed by those with signing authority. Cathi seconded the motion; **passed**.

Marketing & Promotion – Elena has volunteered to be a Member at Large on the Board and has offered to assist in the area of marketing and promotion. Current projects discussed this year include commemorating ESFRS 5<sup>th</sup> anniversary with group T-shirts with the ESFRS name & logo printed on them as well as ideas to increase exposure of the ESFRS program such as organizing a mini day tour of several shopping centres. Jackie will look after t-shirt production as she has this service available at work. Forms for design ideas will be handed out to students/families at the Winter Recital. The board discussed several ideas: keeping the t-shirt design generic to something that could be used year after year without specifically indicating 5<sup>th</sup> anniversary or having a 5<sup>th</sup> anniversary color like silver and also offering white or black with the same design. Other printed items such as hoodies could be offered to students and parents with potential for raising funds. Once costing and production timeline are determined, the board will know if the t-shirts will debut this spring or fall. **Actions:** 1. Elena to investigate advertising costs in local papers, 2. Kathleen to distribute form for design ideas at Winter Concert January 26.

Other advertising has included ESFRS participating in an annual group ad in the Edmonton Child and Kathleen initiated a Google ad for a nominal \$20 where ESFRS appears when music lessons are searched. **Action:** Elena will investigate advertising rates in local papers as well as what is involved with performing at any of the three major city malls (WEM, Kingsway and Southgate). A flash mob would be considered for the senior group whereas a specific performance at one mall location would be for the entire group.

6. Old Business

Liability Insurance – This has been an outstanding issue but is important to have as an organization. **Action:** Peter to investigate further.

7. Adjournment

8. Next Meeting May 17, 2012 at 6:00 p.m.

**Addendum – Feb 2, 2012**

Motion made via e-mail to approve the following tuition fees for 2012/13. Passed by all. Approved.

Based on the general approval of the proposed fee increase and rounding off of fees to simplify our accounting, here is the final version of proposed tuition fees of ESFRS 2012 -13 year.

Tuition:

30 min lessons: \$1240 year / \$124 mo total increase \$6.28 mo

45 min lessons: \$1730 year / \$173 mo total increase \$8.66 mo

60 min lessons: \$2220 year / \$220 mo total increase \$11.05 mo

Registration:

\$116 year total increase \$6

Beginner fee:

no change from last year at \$75 for extra parent classes and materials