11/8/2022 Women’s Club Minutes

Meeting began at 8:00 pm

Attendance: Patrizia Trento, Laura Eory, Tangelin Rivera, Angela Quant, Francesca Nieves, Mary Parra, Katarina Hulik, svet Lana Gavlin, Kerry Lavalley, Mike Ilardi, Pat Degnan, Kristen Neu, Christine Kleinwaks, Debra Minieri, Molly Reynolds, Danielle Ronay, Jackie Kropp, Jessica Campbell, Nicole Dixon, Katarina Haulikova, Cindy Vizzini, Joanne Machalaba, Inga Donskaya, ? Gowlin, Mary Parra, Kerry Rivelli LaValley.

**Election Results for 2022:**

President - Laura Eory

VP - Angela Quant

Secretary - Francesca Miskowsky

Treasurer - Tangelin Rivera

**Preschool Budget - Joanne and Jackie**

* Proposed Preschool increase of ~ 30% for 5 day program, 25% for 3 day program and 15% for 2 day program.
* Working to get women’s club more involved in budget
* Increases based on Insurance, 401K, Benefits etc.
* Ensure there is a 30% rate difference between member and non-member
* Our program is 10 months vs other schools 9 months
* 3 day - WML Tuition has been dramatically lower than surrounding preschools for many years. Even with the current proposed increase, WML tuition will be $300 to $3,000 lower per school year compared to other area schools, depending on the program.
* Planned improvements to the school and rising expenses require a tuition increase that will keep the school sustainable for years to come.
* 5 day programs are full this year.
* Goal is that this becomes profitable, increase results in ~$24K profit
* Profit goes to Country Club, and Country Club maintains the property
* General discussion that 30% in one year is too much, could we do 15% over two years or 10% per year for 3 years? Can we get the total below $4K? What is the tangible value for the increase?
* If we send this increase:
	1. Offer monthly payment plan

 ○ Idea of discount for returning families etc.?

 ○ Messaging, make sure we sell it IE $100 more a month

○ Information session for parents before signup starts in January, add Zoom (move out if we are not ready to Feb)

* Takeaways
	1. Consider the increase

 ○ Payment Options

 ○ How to communicate this (explain to the parents, and have a session)

 ○ Add to the budget

 ○ Take back the revised tuition to the Women’s Club for Dec., register

 ○ Prorate the amount if they start late etc.

○ Director to get a sense of what the parents may want to see for the school for the future and possibly incorporate into the budget

**Birthday Signs**

-Volunteers for posting and advertising -Discount for 2nd day?

**Vendor Market**

-Spring ~32 vendors $20/spot

-Fall ~43 vendors $30/spot, returning vendor $5 discount

\*Rent table/chairs $20

\*Two tables if you have two businesses, discount

\*Non-Profit spots

\*$1335 net profit was $1035

\*Will send feedback forms

\*Charge more for inside spot...future ideas

\*Do we add santa or something else to draw people

**Beansprouts and K-5 Halloween parties**- We had great attendance and some horse-trading of tickets. There is clearly a need for additional parties. We have some tentative dates that we will reserve but we would like Beansprout, K-2, 3-5 and looking into a new “middle school dance”. We need more volunteers to take this over as Laura takes on the President role and Tangelin is Treasurer. It was their first volunteer activity for WML WC, and it’s fun to do it together with a friend.

Spring K-5 party- will be held on 4/10. A volunteer is needed to run the egg hunt.

Youth Center- Patrizia is looking at new uses for the space with her role in the Clubhouse, there is Yoga, Zumba and possible rental. We also discussed expanding the ages of who can use the space. Laura commented she cannot give this attention and we need a parent with teens etc. to take over this and market it out on FB.

Halloween Decorating contest- Winners were announced on FB.

Holiday Decorating contest- December 15 is the date with a rain date of 12/16.

Trick or Treating Map- Was great, need to think of a way to get to more non-FB people. Mike Ilardi recommended email. Discussion on why email is not consistently sent, and there is a new role for a Marketing person in WML, which will take these on once hired.

Tree lighting- Liz Parker to run, with Laura support.

Menorah lighting- Nov 28th, they have an entertainer coming and Angela has someone who does VR (new to the lake) that will be connecting with Rabbi as well for free. VR could also be done in the teen room!

Photos by the Lake- $200 for scholarship

Disco to Devo Dance Party will be on 11/20.

Club Night- will be on 1/29

Latin Dance - February 26

Pub Night - March 5

\*Note that Latin Dance and Pub Night are back to back but seems to be different audiences.

Kerry Rivelli has volunteered to look into a make your own mozzarella fundraiser. Chris Kleinwaks has volunteered to help with this.

New business- Time ran out, Laura indicated follow ups would be done via email on new ideas.

Meeting adjourned at 9:45pm

Submitted by Laura Eory-WC Pres

Approved by Joanne Machalaba-OIC