



**Draft St Louis School Advisory Board Meeting Minutes
May 6, 2015 7:00 PM Parish Meeting Hall**

Attendance Catherine Anania, Angel Boev, Fran Barr, Jim D’Anza, Laurie Martin, Mike Moore, Mark Paris, Fr. Robert Ring, Dawn Schnell

Opening prayer offered by Fr. Bob

Note: there are several pages of meeting handouts which are intended as confidential attachments to these minutes. They contain working financial information rather than complete reports

Principal's Report – Fran Barr

- Mrs. Barr and Mrs. Conezio have prepared a plan for the stem lab. This report is contained in the attachment package
- Kurt Gelke is a SLS parent and owns Wards. He should be consulted for needs recommendations.
- The biggest classroom is roughly 30x30 ft. and will be used for the science lab. Suggestion was made to prepare a concept picture of the lab for presentation purposes.
- Barb Paisley is the school nurse and has announced plans to retire. Pittsford Schools provides the nurse and there are known candidates for the position.
- Seanna Mancini is the St. Louis School Librarian and is planning to accept a position with Siena Catholic Academy.
- Changes are needed to the mix of teachers and aids resulting from the closure of 6th grade and addition of Pre-K sections. This is being worked and will have some effect on the budget plans for next year.
- The pre-K and Kindergarten registration is close to capacity for the coming year. There are open spots in some sections and waiting lists for some sections. There is still room in the grades 1-5

Pastor's Report – Fr. Bob Ring

- Fr. Bob presented a report about school activities to be published in the St. Louis Church Bulletin. It is contained in the attachment package.
- Fr. Bob was thanked for his use of SLS as an example in this past week's homily.

Budget Review – Laurie Martin

- Summary sheets of Revenue and Expenses and performance against budget were distributed and are included in the attachment package.
- The school performance is on track. There are some month to month items which are out of phase due to when payments and expenses arrive.
- The budget and actual numbers will be used to generate the plan for the coming school year. As noted earlier these will be affected by changes resulting from 6th grade closure and addition of preschool classes.
- There was a general discussion about sources of funds which occurred following the External Marketing report but notes are included here.
 - We should consider holding the Gala every year with a goal of \$80K
 - Trek for Tech should bring in \$30K
 - New fundraising efforts should focus on those not immediately associated with the school – Parishioners, Alumni, and Grandparents of Alumni. Angel Boev suggested that board members should increase giving.

PTO Update – Written Report Submitted by Carolyn Gerstner

- See her report in the handout package.
- All are encouraged to attend the Trek for Tech May 29th.

Tech Update – Mark Paris / Mike Moore

- No evidence of the SL parish website hack was found on the SLS school website. The parish hack appears to have been solved with the installation of security updates to the code. The same updates have been applied to the school site.
- We are working with Rosi Statt at DS to transfer our domains to our control. This will allow us to renew them when needed and to make redirect changes as was suggested by a parent volunteer
- Mrs. Rivera gave a presentation of Google Classroom last week and Mark has prepared a budget for the addition of Chromebooks to be used by the students in Google Classroom.
- Website changes should start in the summer for removal of references to 6th grade references and teacher bios

External Marketing Update – Catherine Anania

- New marketing pieces are being designed and an example was presented. Fr. Bob suggested that this be placed in the SL church bulletin.
- Committee will write copy for ads and printers have been located to produce marketing pieces such as brochures, registration, and tour packets.
- New photos for STEM related marketing brochure will be taken this month. The content produced will be used in other areas and the website. Fr. Bob suggested that the material also be placed on the new digital signage in the Narthex
- New materials will be sent in email blast to St. Louis religious education mailing lists and to surrounding parishes for distribution.
- Committee is planning for TV and Radio advertising. 98PXY was selected as having the best demographic for SLS interest. They have an extensive list of “followers” and will pass along our email blasts to them.
- Plans are being made to emulate a “wish you were here” campaign where targeted families would receive a post card printed with a scene from SLS. The idea would be to involve families and welcome them to join us.
- An increase in advertising budget has been requested for next year.

Closing prayer offered by Fr. Bob

Meeting adjourned 9:00 pm

Upcoming Meeting – June 2, 2015 (Parish Meeting Hall)

Submitted by Mike Moore – Secretary