



November 29, 2023  
Casa di Mir Board meeting  
**Draft**

**Board Directors:** Munjal Munshi (President), David Fortune (Vice President), Kavitha Parmesh (Secretary), Sonya Ahuja, Jane Mulcaster, Archana Purushotham (Treasurer)

**Staff:** Tyler Bourcier, Deepti Devanagondi, Megan Shumate, Monica Lallane

**Guests:** Thomas Sroka, Ryan McDougal, Ali Malik

**Absent:** none

**Called to order at 6:34 PM:** Munjal Munshi, President

**Establishment of Quorum:** Kavitha Parmesh, Secretary

**Agenda Approval:** Archana moved to approve the [agenda](#); Jane seconded.

**Minutes Approval:** Kavitha moved to approve the minutes from [10/25/2023](#), Jane seconded.

Casa Vignettes:

- Megan- Grandfriends came. One little Primary girl brought both grandparents and she was so happy and proud. Great fun experience
- Tyler- Great Masquerade. Children dress up and state 5 facts about their character to guess.
- Munjal- Someone dressed up as Mr. Tyler for Great Masquerade

Action items reviewed:

1. Munjal to amend Investment Charter as per board direction to be more explicit **Done**
2. Board members to consider and look at board pledge by next meeting **Done**
3. Jane to remove access for google drive to old directors **Done**
4. Tyler to send out and coordinate program lead meet and greets/presentations on a quarterly basis. **Done**

HOS update (Tyler Bourcier):

- Prioritized Tiered buckets for new site assessed with budget and timeline
- California Sports Academy Sublease conversation still ongoing. About 90% completed.
- CUP- still ongoing; will be reviewed on 2/2 but trying to expedite to get a decision before this date

- In January, we will have finalized a general contractor with a budget. Can review with the board. Est. \$300K-\$500K.
- We will also kick off a targeted fundraiser for the outdoor space in January.
- We should try to have pictures to help with fundraisers
- Strategy- open conversations with Staff as well as cross-training with succession planning and goals defined.
- Staff Leads are going to Orlando for Building “leads” conference
- Starting to look forward into 24-29 outlook and plan
- Board meeting on 12/14; Open House 1/21

#### FY24-25 Enrollment Update (Megan/Monica):

- Marketing efforts- Cambrianna Campaigns targeted towards the new location; student retention; adding to our existing marketing strategy to “beef” it up.
- 1) We will be sending out direct mailers, door to door and invite to tour/open house
- 2) Capstone Events; targeting transition years; Input from our community
- 3) adding campaigns for under one roof to our digital areas and increase budget. Add video and CAD re: new site, more targeted marketing for prospective families
- Enrollment and interest has really started peaking from November. Lots of parents want to see new site which is a set back
- Increased personal outreach for kids in transition years
- January, board will receive enrollment forecast; followed up with a more in-depth report in March.

#### Annual Fund Update (Megan):

- Good news we are on track and will track and give an update in January

#### Program Profitability (Archana/Deepti):

- Last year we had a net loss in Middle school due to low enrollment
- Starting this year we have improvement in enrollment but slight drop in Primary
- Current view has net loss in all areas except lower elementary, but this number does not include annual fund which will help

#### Board Development Update (Jane):

- One-Drive migration. Everyone to start using one-drive vs. google drive
- Still looking for a development seminar. Seminar is scheduled for Wednesday, December 6th at 12pm. Optional for those who have attended before. Mandatory for new members.

Find the committee reports in the [2023-11](#) folder.

- Advancement Committee (Kavitha)

- Board Development Committee (Jane)
- Head of School Committee (David)
- Investment Committee (Munjal)
- Finance Committee (Archana)
- Site Committee (Munjal)- On Hold

#### Action Items:

1. Kavitha to update December Calendar Invite to 6pm at Campbell Community Center(K60) + Send out dinner options
2. Tyler to send out calendar invites re: events where board members should participate- DONE
3. Committee leads to access their one-drive and do any clean ups
4. All board members sign up/attend the ISM Tuition setting seminar/webinar. Jane and Tyler to get this set up.

**Meeting adjourned at 8:09 PM:** Kavitha

**Next Board meeting:** Tuesday, December 19th @ 6:00 p.m. - CCC

Respectfully submitted by

Kavitha Parmesh

**Board Secretary**

Casa di Mir Montessori School

90 E. Latimer Ave.

Campbell, CA 95008

(408) 370-3073

[www.casadimir.org](http://www.casadimir.org)