



CATHEDRAL SCHOOL

Advisory Council Minutes

February 19, 2019

Attendees: Susie Holman, Katy Daughn, Kiki Hanover, Joan Bayne, Rihanna Kehrli, Kara Fioravanti, Hellen Heller, Brian O'Sullivan, Tom Nebel.

- 1) Katy moved to approve prior meeting minutes; second by Rihanna.
- 2) Principal's Report
 - a) Reviewed the statistical report re: tuition prices (we are low in market) and religion (we are 79% catholic population)
- 3) Committee Reports
 - a) Development committee:
 - i) April in Parish is coming up. Advisory Council will contribute a wine/cheese table. Easel events should be relevant for people to attend. We should make an effort to procure these events – each council member should come up with something by March 1.
 - b) Advertising and Marketing:
 - i) Kiki reported the open house was wildly successful – more people than in past 5 years. A lot of pre-K and K families.
 - (1) Younger kids interested
 - (2) Mailer was sent to many different zip codes
 - (3) Ads in local parenting mags
 - (4) Customer email blast was sent out
 - (5) Pre-k is full and K has four seats left
 - c) Communications:
 - i) Rihanna – working on Flyer; will work on the letter that will go with the packet for registration
 - d) Finance:
 - i) FY 19 started July 1.
 - ii) Off budget a bit (25k) but saved some due to budgeted benefits not being fully utilized (so net/net is fine)
 - iii) April in Parish may bolster deficiencies
 - iv) Celebrate Cathedral was lower than intended. The flyer going out (tentatively March 1) will illustrate the amount
 - v) General consensus among advisory council is that parents don't understand where fundraising dollars go.

- vi) FY 2019-20 Budget was taken to Administrative Council last week; they generally reviewed the components that raised the operating costs and the revenue projections based on a 245 enrollment.
 - (1) The goal is to increase staff salaries (to match 85-88% of location zone)
 - (2) Exceed enrollment of 245
 - (3) 4% tuition increase across the board (puts Cathedral in mid-range)
 - (4) Book/tech fee increasing to \$250
 - (5) Flyer created for alternative ways to finance school fees
- 4) Future Business
 - a) Council discussed swag (tee shirts, zip up sweatshirts, etc) for sale at April in Parish or other events
- 5) Tom made motion to adjourn meeting, Katy seconded