

NOTRE ECOLE

French Immersion STEAM School

1/ Call to order

location & time : Saint Louis Park, Chalmeau's home, 2921 Raleigh Ave S, MN 55416.
January 23rd, started at 6:21pm

Board members present: Jerome Chalmeau, Romain Lorentz, Jean noel Kouame, Salah Boulakbeche, Anne Adabra, Michele Chalmeau

Board members not present: Yves Luc Apyl Akpata, Elizabeth Chaigne

2/ Acceptance

minutes from: 12/13/2019

Motion: Jerome Chalmeau

Second by: Salah Boulakbeche

All Approved

Agenda of 01/23/2020

Motion: Romain Lorentz

Second by: Jerome Chalmeau

All Approved

3/ Public Input:

Myriam Daumal – The school website does not appear when it is typed into google search unless the exact name of the school has been typed. Maggee Renn, marketing intern, is looking into it and is finalizing the Search engine optimization of the web page.

4/ Directors report:

- Jerome Chalmeau and Jean Noel Kouame have set up GUSTO for payments.
- Jerome Chalmeau has created an unemployment account and is working on getting Worker Liability Insurance.

5/ Old business

- Building tour 1/18/2020
 - Was canceled due to weather. Two have been re-scheduled. One for 1/31/2020 at 6pm, and the other for 02/22/2020 at 10:30 to 11:30pm. Events have been posted on Facebook and school website.

- Table at Golden Valley Library 1/25/2020
 - Salah Boulakbeche, Jerome Chalmeau, Romain Lorentz, and Yves Luc Apyl Akpata will be at the event. Curriculum materials will, brochures, business cards will be brought to share with families.
- MAIN booth 3/14/2020
 - Michele Chalmeau has registered Notre Ecole. The \$25 registration has been mailed. A table will be provided. A kids activity needs to be planned for the booth.
- Meeting with IQS cadre member
 - Michele Chalmeau met with IQS Cadre member, Lawrence Ronglien. He says that we look on track. We have set up a working day at the Oak Grove Church with IQS on 2/17/2020 at 1pm. As many team members should be there as possible.
- Meeting of IQS New Schools
 - A meeting of IQS New School is being held in The Journey School, on 2/3/2020, at 5pm. A good learning and networking opportunity. Michele Chalmeau, Ann Adabra, Romain Lorentz, and Yves Luc Apyl Akpata have confirmed that they will attend.
- Website update – calendar, curriculum, site visits
 - Numbers of visits are increasing steadily. The statistical trend on Facebook and the website are encouraging. The window of visits on the website are between 20 to 45 per day. People have been signing up for the newsletter. The board page needs to be updated with bios and pictures.
 - A curriculum page has been added
- Student hire for marketing
 - Jerome Chalmeau thanks Romain Lorentz and Jean Noel Kouame, for helping during the interview process with the hiring of the marketing intern in early January.
 - There were 4 candidates who were all interviewed at UMN department by Jerome Chalmeau, Romain Lorentz, and Jean Noel Kouame. After review a review, Maggee Renn, was offered the job and she has accepted.
 - Maggee Renn started right away after hire and has started managing Facebook, the school website, and other digital platforms. She is making contacts for marketing/ outreach efforts.
- Laurent Grignon, said we should reach out to local newspapers and magazines. Bumper Stickers could also be an idea. Information will be forwarded to Maggee Renn.
- Maggee Renn is looking into the pricing for billboard advertisement and NPR advertisement.

- Brochures have been printed and postcards have been mailed to families. There was a short boost in people visiting the website after the mailing, but the mailing house has suggested multiple mailings of postcards to get the best result. A new mailing should focus on Robbinsdale, New Hope, Brooklyn Park, Brooklyn Center, West Minneapolis.
- Jerome Chalmeau placed flyers on bulletin boards in local businesses such as Cub, Jimmy Jones, and Starbucks. A new round of flyers should be posted with upcoming event dates.
- Laurent Grignon, suggested to promote an Amazon Smile account to raise money.
- Board Webinar Training Reminder
Jerome Chalmeau, Romain Lorentz, Michele Chalmeau are done with the training.
Salah Boulakbeche and Jean Noel Kouame have started the training.

6/ New business

- Elizabeth Chaigne has decided to pull out from the board. Jerome Chalmeau motions to remove Elizabeth Chaigne from the board, Romain Lorentz seconds it, and all approved.
- Hiring a Business Manager.
- Jerome Chalmeau has been making calls to set up insurance: D&O, liability, and healthcare.
- Marie Ann Pellarin has offered to reach out to the French Expat Connection.
- Event to add for networking: 2/2/2020 is the Accueil MN Crepe event.
- Michele Chalmeau will have a radio spot on 2/11/2020 with KFAI Bonjour Minnesota, at 8pm, to promote the school.
- The sign for Notre Ecole, is being printed and will be placed in the front of the Oak Church Building the week of 1/27/2020.

Next meeting time: 2/27/2020

Motion to adjourn

Motion by Romain Lorentz,
second by Jean Noel Kouame

All Approved

Meeting closed at 8:10pm

