

**Western Communities Montessori Society
Meeting of Society – Minutes**



Meeting Date:	March 5, 2026, at 6:30 p.m.
Location:	4075 Metchosin Road, Victoria
Attendees:	April Sim, Chelle Fox, Luke Geiger, June Ling, Anastassia Bennett, Magnus Hanton, Matt Loken, Erin Eisenberg, Crispin Murphy, Elliott Billingsley, Beth Wood
Regrets:	Michelle McClure
Distribution:	All Attendees, Board Members, including Ex-Officio Members, Society

Item	Discussion
1.	Call to Order – 6:35 p.m.
2.	<p>Adoption of Agenda</p> <p>1. Motion to adopt the agenda</p> <p>First – Luke; Second – Elliott</p>
3.	<p>Reports from Committees</p> <p>1. Head of School Report – Magnus</p> <ul style="list-style-type: none"> • See in meeting package <p><u>Marketing</u></p> <p>MH: Violet & Vine (Marketing Studio) will examine the website traffic and make layout and content changes to increase user accessibility.</p> <p>LG: On the marketing side, it would be beneficial to understand how much we spend per new student as a customer acquisition cost. A few years ago, it was mid to high \$2000 per student. If we could include that on a quarterly or annually basis to give a base line, then we can look at this information. With a \$16K budget, how many net new students?</p> <p>MH: Will get V&V to do a more concise summary of where we’re getting our return in the marketing spend by the category. The tricky thing with school marketing is that it’s very much a hidden research situation with multiple sources for family, such as word of mouth and what’s written on social media.</p>

However, the person who gives you the information on what they've heard of Westmont may not be accurate.

ML: Do we know the lifetime value of a client coming in on different program levels?

LG: We can indirectly look at it by using annual customer acquisition cost. If you have someone in grade 8, how much did you spend to bring them on how many years ago? We can look at the trends of retention across the program.

We can keep it simple as we spent X and got Y new students.

LG: Question on whether there's more of SEO a marketing spend compared to ChatGPT/OpenAI.

MH: It's a question that can be asked. Last year, around this time, a decision was made to not focus on digital advertising. The focus is on traditional media with a direction to the website.

Fundraising

MH: For a fundraising update, the silent auction went live today. With some work in the background, approximately \$75K has been committed before the auction, including one external donor via a Metchosin non-profit group who has committed \$10K.

The community has been very active and involved in the fundraising and there will be high quality items at the auction.

2. Finance Committee Report – Luke

- See in meeting package

AB: There has been a change to the accounting system. We are in the 2nd week of QuickBooks in 2nd week. It is webpage based and it's good.

Two years of data was transferred into QuickBooks. Sage, the previous system, hasn't been cancelled yet to retain access to the historical data.

3. Building and Site Committee Report – Matt

- See in meeting package

East Building

ML: Went through the east building and came up with a list of top things to tackle to see what it'd cost. Used someone who'd be on the higher end for each trade as an estimate rather than getting 3 quotes.

In order to build the 4000sq ft addition to the new building, it'd estimated to be \$2M to \$3M for 2 to 3 years of construction. The addition is likely a 5-7 year plan.

The work to be done are exterior and common areas. Any motion would be for spending up to \$225,000.00. A decision will be needed imminently as the work should be completed by the fall.

The bulk of the work, such as flooring (*i.e.*, linoleum) and painting (*i.e.*, commercial spraying), will need to be done by professionals. Opportunities for volunteers to fill in the gaps may arise.

LG: A building inspection done on east building. If you do these things, is there anything left undone that was a recommendation?

ML: There was an electrical recommendation (one panel to upgrade) along. Ventilation that comes into the attic is not insulated.

EB: Is there anything in here that speaks to safety/structural integrity?

ML: No. The building inspection report said foundation was overbuilt. A lot of what needs to be done is maintenance.

MH: Deferred maintenance.

LG: You can't maintain a flat student population and find \$2M to construct a new addition/building.

ML: Fixing up the east building can help with retention and recruitment.

LG: The best path forward would be to provide the detailed budget analysis document and then put it out for the vote.

CM: What's the financial impact?

LG: Amortization expenses are \$400/\$450K. If you spend \$200K in annual upgrades, we will still be in pretty decent shape. By end of June, when you have the work taking place, there is a projected profit of \$100K.

ML: Will take away and return with detailed budget analysis.

Traffic Study

	<p>ML: The estimate for a traffic study in front of the school was incredibly high, so B&S will keep trying to find more reasonable estimates.</p> <p>LG: MH has access to traffic data due to the speed sign.</p> <p>MH: Speed has come down due to the sign now showing the vehicle traveling speeds.</p> <p>ML: Possibility of providing available data to a company and they can create a short memorandum from the data, rather than having them collect the data.</p> <p>LG: The case to be made is that this public safety risk, which shows up very clearly. It's volume of traffic, the speed, and the sight line.</p> <p>ML: Perhaps the traffic study company can be retained to just look the sight line.</p>
<p>4.</p>	<p>Old Business</p> <p>1. None</p>
<p>5.</p>	<p>New Business</p> <p>1. Re-enrollment Update – Adjourned to Next Meeting (April 16)</p>
<p>6.</p>	<p>Business from the Floor</p> <p>1. None</p>
<p>7.</p>	<p>Meeting Review and Adjournment – Lead by Crispin; Seconded by Matt</p> <p>1. Adjourned at 7:29 p.m.</p>