

From: KF
Sent: Tuesday, August 12, 2014 1:47 PM
To: Firchow, Kevin
Subject: Bright Beginnings Day School review

Kevin: I'd like this review of Bright Beginnings Day School to be included on the record for the Conditional Use Permit meeting.
Thanks for your time. -Katie

> Until she was over a year old, our daughter had only ever been at home with relatives each day. We were understandably nervous about finding quality care for her out of our home. Until Bright Beginnings. We met with Sarah thinking we'd be wait-listed and with wonderful recommendations and after she patiently answered the 9,000 questions we had, we quickly scrambled to fill the available opening for our daughter.

>

> I can't imagine our world without BBDS now. Our daughter loves being at school and is flourishing in their care. The teachers and learning environment are bustling, happy, and healthy, and we can't say enough good about Bright Beginnings Day School!

>

> -Katie Fitzmier

From: Rachel C. Bouressa
Sent: Tuesday, August 12, 2014 1:49 PM
To: Firchow, Kevin
Subject: Fwd: Review

Not sure if this is too late, but we would like to give our whole-hearted support to Sarah Tuttle and all the staff of Bright Beginnings Day School.

I continue to be impressed with BBDS from both the standpoint of how Sarah manages her business in addition to the exceptional teaching, care, and love provided to our most valuable little ones.

Sarah and BBDS are great at communication and will always remind parents of things going on in the neighborhoods, whether it's road construction or anything else. We love that BBDS operates in neighborhoods because it adds to the family-feel, and think they should be a welcome addition in any area. I wish they were my neighbors!

Rachel and Tyler Bouressa

From: Susanne M. Arthur
Sent: Tuesday, August 12, 2014 2:50 PM
To: Firchow, Kevin
Subject: In support of BBDS

Dear Kevin Firchow,

Our daughter is enrolled at Bright Beginnings Day School (BBDS) at 1109 Morraine View Drive (BBDS3). We are aware that BBDS3 has applied for a conditional use permit (CUP) and that the decision of the Planning Commission committee has been postponed until September 22.

We would like to give a brief testimonial regarding our experience with BBDS3 and request that it be put on record.

The overall environment at BBDS feels very professional and organized, more so than at other in-home providers we visited before enrolling our daughter at BBDS3 (September 2013). We like that the group is small in size and the good ratio of number of care takers to number of children. The physical environment is clean, colorful, spacious and offers an abundance of toys, books, craft materials and a sizeable outdoor play area (which our daughter loves!).

Personal communication between us and the BBDS staff has always been good. Both Sarah Tuttle and her employees at BBDS3 are quick to respond to e-mails, phone calls, and texts. They let us know how our daughter's day has been when we pick her up, inform us if anything is needed (e.g., diapers), if the school will be closed, going on day trips, and so forth. They also do an excellent job of keeping parents up-to-date through e-mail newsletters, on Facebook, or even through text messages in case of emergencies (such school closings due to severe weather). We know that Sarah is aware of and shows an interest in solving any concerns that neighbors or the neighborhood association may have. She has, for example, repeatedly asked that parents at the BBDS1 location please do Y turns instead of pulling into one of the neighbor's driveways, in order to assure that the neighbor's private property is respected. From what we have learned about her, Sarah strives to ensure a strong relationship with neighbors and the neighborhood association at each of the BBDS locations.

Probably the best thing about BBDS is that our daughter loves it there and that we can tell that the providers have a great connection with her (and the other children). We like the consistently well planned curriculum and activities at BBDS and their philosophy of modeling positive behavior by giving alternative choices rather than just saying 'no.' We have noticed that our daughter is very good at sharing, and we believe that she has learned this at BBDS. They offer well balanced nutritious food, which our daughter sometimes seems to enjoy more than the food at home :), ensure that she naps, give her one-on-one attention when she needs it. We have witnessed our daughter hugging her providers, not wanting to leave at the end of the day because she enjoys being there so much. At home she will mention BBDS, her friends' and caretakers' names, indicating that she is looking forward to seeing them again. We believe that that says a lot about the environment that BBDS offers.

We hope that the Planning Commission committee will approve the CUP for BBDS3 and will allow such an excellent place for the education of young children to continue its great work!

Sincerely,

Susanne and Luke Arthur

Sent: Tuesday, August 12, 2014 3:27 PM
To: Firchow, Kevin
Subject: In support of BBDS

To whom it may concern,

Bright Beginnings has been our son's daycare for the last two years. The staff is dedicated and professional while maintaining a fun, safe, and educational space for the kids. We love that our son gets the best of both worlds in terms of having a school-like atmosphere in a small home-like setting. I'm constantly impressed by what he learns and does at school, especially as he is able to tell us more and more about his days.

We love our day care!

Best,
Gwyneth Hughes
Instructor
Education Outreach and Partnerships
UW Madison

From: Lynn Enter
Sent: Tuesday, August 12, 2014 9:36 PM
To: Firchow, Kevin
Subject: re: In support of BBDS

My daughter has been attending Bright Beginnings for over 2 1/2 years, and because we've loved her care there so much, there was no question my son would begin attending when he was 4 months old (and is now 1 year old). We have never had a concern regarding their safety or health while in the care of Bright Beginnings staff, and the kids are always happy and excited at the end of the day to tell us about the fun things they did while at school. My husband and I really appreciate their focus on play, learning, and social interactions that are built into their curriculum. Bright Beginnings is a GREAT program and the caregivers there are the most caring, respectful, and passionate people that we could entrust our children to!

From: J YVbUJ UJXnubUH Ub
To: [Firchow, Kevin](#)
Subject: Fwd: My BBDS Review
Date: Friday, September 19, 2014 1:12:16 PM

Hello Kevin,

My daughter attends Bright Beginnings for the past 1 year and we are extremely happy with the quality of care provided. Sarah and her team do an amazing job. Here's my review of BBDS. Please feel free to get in touch for further clarifications.

My daughter is attending Bright Beginnings since fall 2013 and she loves it. Sarah and her teachers are passionate about working with children. They teachers are very friendly, caring and the environment is nurturing and positive. My daughter loves the variety of food served and feels at home. I never feel bad leaving her there as I know she's getting lots of love, activities to creatively stimulate her, play time and tasty food. Our family is extremely happy with BBDS and my only regret is that I should have sent her to BBDS since she started day care.

Thanks much,
Veena

From:>Ybb]Zyf'K c'Z
To: [Firchow, Kevin](#)
Cc:
Subject: Fwd: Bright Beginnings: For Public Hearing
Date: Friday, September 19, 2014 1:26:00 PM

Hello Kevin,

I wanted to forward a message regarding Bright Beginnings Day School.

"I wanted to let you know how pleased we are to have found Bright Beginnings Day School for our daughter Eleanor. We appreciate the personal feel of an in-home experience with the added security/piece-of-mind that comes with providers who understand and follow accreditation standards. The Bright Beginnings team is warm, caring and professional. I am confident their respectful attitude toward their families extends to the neighbors in which they operate.

Eleanor has thrived in an environment where she can enjoy a home-like atmosphere and enjoy walks and visits to neighborhood parks."

Daycare in Madison can be difficult to secure. If you are not on a waiting list several months before your child is born, you are not likely to find a spot with an accredited provider. Even then you may not have a secure spot. We need more opportunities for high quality childcare.

Thank you for the opportunity to share my support of Bright Beginnings.

Best,
Jennifer Wolf

From: Ellie Kyser
Sent: Sunday, August 17, 2014 9:07 PM
To: Firchow, Kevin
Subject: In support of BBDS

The staff at BBDS are great at keeping parents informed and involved. Each day that we pick up our son, we receive a personalized sheet telling about his day and the teachers also let us know about special things he did or things that stood out, including his mood for the day. I'm glad that our 8 month old son has children of other ages to play with and interact with each day, as this promotes a healthy development and learning.

Thanks!
Ellie and Adam Kyser

From: [Ashley Leonard](#)
To: [Firchow, Kevin](#)
Subject: Review of bright beginnings day school :)
Date: Friday, September 19, 2014 1:44:01 PM

Our son attends BBDS and we couldn't be happier with care he receives! He is always happy to see his teachers and his friends when we arrive in the morning and the staff greets us with a smile and gives our son a hug upon arrival. When we pick him up, he always has a smile on his face and is having fun! They are either singing, dancing, doing puzzles, playing with toys, reading books or outside enjoying the weather!

They have a wonderful curriculum that is both informative and interactive for children of all ages. Upon pick up we are given a very detailed explanation of his day including, bottles, diapers, what and how he ate, how he napped, what activities they did, and anything he may be running low on :) He is also clean i.e. clean diaper, face and nose are wiped off, and clean clothes if his other clothes got soiled during the day.

We love the in-home setting! It's very loving, comforting, inviting and clean! We love that it's a small group and that our son receives both one on one attention as well as group experiences. The staff does a great job making our son feel safe and like he is at home.

We have developed close relationships with staff and know they truly care about our son. It's also been wonderful getting to know the other children and families as well! We plan on our son attending BBDS for the long haul as well as any future children we may have!

Sent from my iPhone

Dear Planning Commission

September 2, 2014

I am writing to you today to provide testimony supporting the Family Child Care program - Bright Beginnings owned by Sarah Tuttle. This program, which has been operating for over 8 years, is in full compliance with all applicable codes and must be able to keep their doors open.

I have know Sarah for approximately 12 years. She has been a good friend and fellow Family Child Care Provider peer. Sarah is a very energetic, humble and giving person. She cares deeply for the welfare of all children that come into her life and she is a loving mother of an awesome, confident brood of kids.

I have been a Family Child Care Provider here in Madison for 21 years. During this period I have taken on an active role in advocating on behalf of Family Child Care Providers all across Wisconsin. Many other communities across the State have similar rules to limit small businesses from operating within residential areas. However, in all other neighborhoods that I have come across Family Child Care has been excluded from these restrictions. Communities recognize the importance and benefits from having high quality care in their neighborhoods. In the past 5 years Family Child Care programs have dwindled from over 5000 to now barely 3000 regulated programs across the state. Many providers offer unregulated - less safe care that is not the best option for families. Stringent newly implemented rules and regulations along with the media rampage of child care subsidy fraud is to blame for this devastating loss.

Family Child Care has evolved so much in the past 40 years. It is no longer run by a stay at home mom - babysitting a few kids.....Its become a profession small business with the highest standards amongst any other small business I know. We have so many rules to follow that we create an asset to the community rather than a burden of any kind. The home and yards must be maintained in pristine condition. The inside of the homes have guidelines in place to limit and avoid accidents and to promote maximized child development. Teachers and staff undergo fingerprinting and strict background criteria. Traffic is limited since we have low enrollment numbers and many of our families bring multiple children to the program so that siblings can stay together - this also decreases the amount of drop offs and pick ups.

As you can clearly see by visiting the Department of Children and Families website (www.dcfwi.org) Sarah is one of the highest quality programs in Wisconsin. She takes her business and her career choice very serious. She provides a safe loving home to the children in your neighborhood. Please allow her to continue to give parents in our community the best possible care all of our children deserve.

Respectfully Submitted,

Silke O'Donnell
Family Child Care Provider
Vice President Local 373 Family Child Care Providers Together
Treasurer AFSCME Council 40

From: Denise Burmester
To: [Firchow, Kevin](#)
Subject: Bright beginnings day school review
Date: Friday, September 19, 2014 2:53:38 PM

I've been working at Bright Beginnings Day School since January this year and I've had more pleasant experiences working here than I have while working at a group childcare center. One experience I enjoy is the freedom to take walks in the neighborhood with the children. During our walks, we like to learn about and discuss people, pets, cars, nature and other objects we may see. Another reason I enjoy BBDS, is that I gain the opportunity to develop a relationship with the families. Lastly, an experience I gain working here, I get to help children socialize, develop relationships, use manners, and learn to respect others. I enjoy working at Bright Beginnings and the people I work with.

Sent from my U.S. Cellular® Smartphone

-----Original Message-----

From: Kallie Abreu-gonzalez

Sent: Friday, August 15, 2014 4:58 PM

To: Firchow, Kevin

Subject: In Support of Bright Beginnings Day School

Dear Planning Commission Committee,

I am writing to share with you my experience at Bright Beginnings Day School at Twin Flower Dr and encourage you to approve their permit.

My son began attending Bright Beginnings Day School at Twin Flower Dr almost 8 months ago when he was just 8 months old. I toured many traditional daycares in Madison in my long search for childcare before walking into Bright Beginnings. It didn't take more than a few minutes there before I knew this was the place for us. That is because as a home care with children of mixed ages and familiar and professional teachers who take a genuine interest in the children, Bright Beginnings has the feel of something more along the lines of a big Brady Bunch type family rather than an institution or business.

My son has developed close relationships with his teacher and the assistants, and even at his young age, has made friends both younger and older than himself that he loves to spend time with. I'll never forget watching one sweet toddler who took him under her wing trying to teach him to crawl when he first started, and once he was crawling and could follow her around, she would still occasionally crawl instead of walk, just so that he wouldn't get left behind. It was so sweet! The older kids learn compassion and gentleness by being around the little ones, and can be proud as the "big kids" who can show, teach or help. Likewise, the little ones learn from those older than themselves, and have constant entertainment from the toddlers who are ever on the move around them. The children all get to participate in the same activities together, with the tasks just being adjusted to their level of development. They do artwork, sing songs, play outside, go on walks and field trips. As they quit napping so much as they grown, they start participating in more structured learning time as well. My son has so much fun, in fact, that if there are ever tears at daycare from him, it is almost always when it is time to go home at the end of the day and say goodbye to everyone there.

The model of early childcare that Bright Beginnings offers is special, and I am so grateful to have found them. They are truly an asset not only to the surrounding neighborhoods, but Madison as a whole.

Sincerely,
Kallie Abreu-Gonzalez
S Gammon Rd
Madison, WI 53719

From: Jessica Viesselmann Martinez
Sent: Wednesday, August 20, 2014 8:13 PM
To: Firchow, Kevin
Subject: In support of BBDS

Dear Mr. Firchow,

Please accept the following testimonial in support of Bright Beginnings Day School:

Our daughter has been attending Bright Beginnings for a year and a half and we couldn't be happier. We started bringing her there when she was 10 months old and were amazed at how quickly she grew and blossomed after starting at BBDS. She still surprises us constantly with new words and concepts she has learned at school.

It is evident how much Sarah and all the teachers at BBDS care about the children as if they were their own. My daughter is excited to go to school every morning, even saying her teacher's names on the way to school.

Places like Bright Beginnings are rare to find! It's a true gem in the Madison childcare market and we feel so lucky to have a place for our daughter where we know she is happy, learns a lot and is nurtured.

With Kind Regards,
Alejandro & Jessica Martinez



August 19, 2014

Kevin,

I am writing this letter in support of the Bright Beginnings Day School's request for a conditional use permit for their site at 1109 Moraine View Drive in Madison.

Through their sponsorship of various community/neighborhood events Bright Beginnings builds partnerships with the broader community of Madison. Through the high-quality child care they provide they support the businesses that employ the parents/guardians that choose Bright Beginnings Day School as their early childhood care provider.

Each site is staffed by dedicated and highly-skilled professionals. The Lead teachers at Bright Beginnings exceed the minimum education requirements established by State Licensing. Sarah closely monitors the staff to insure adherence to City Accreditation Standards, program philosophy and curriculum.

Bright Beginnings Day Schools are members of Satellite. We accredit family child care programs based on a set of quality standards established by the City of Madison. Among the other services Satellite provides to our members is accreditation and consultation. Accreditation and consultations allow providers and Satellite consultants to discuss the standards, programming and myriad other quality related issues.

Participation in the Accreditation process is voluntary. All three BBDS sites are City Accredited, signifying their desire to meet and maintain a higher level of quality beyond licensing. All three sites are members in good standing with Satellite, the City of Madison and State Licensing.

Sarah and her staff do an excellent job providing high-quality learning experiences for the children and strong support for the families in their care.

Sincerely,

Susan Engels

Consultant

Satellite

"Supporting quality in family child care"