

**PLANNING AND DEVELOPMENT COMMITTEE**

**Meeting Minutes**

**October 30, 2018**

(Meeting held telephonically)

**Present:** Mike Dyer, Board Vice President, Chair; Natalie McKenney, Dobson Board Member; Tara Yesenski, Dobson Board Member; Gaye Leo, Hearn Academy Principal; Parker Galope, Director of Student Services; Amanda deNight, Val Vista Community Development Coordinator; Rome Williams, Dobson Community Development Coordinator; Connie Johnston, Board Coordinator  
Karah Gagnon, Val Vista Board Secretary,

**Absent:** Dawne Winn, Dobson Academy Principal  
Mike Sobieski, Dobson Board Secretary  
Amy Gurtler, Board Candidate

Mike Dyer called the meeting to order at 6:33 p.m.

Topic	Discussion	Action/ Update
1. Community Development Reports	<p>Amanda reported: (Note: full report included in Governing Board packet.)</p> <ul style="list-style-type: none"> <li>• 798 Volunteer hours as of 10/24, Over 300 hours added in October</li> <li>• Events: Grandparent Breakfast, Unity Day (everyone wore orange shirt) picture taken of all in front of school and will be used for marketing.</li> <li>• Huge Fall Festival on Saturday. All P&amp;D members welcome!</li> <li>• Received \$2,750 in sponsorships for Fall Festival from vendors.</li> <li>• A banner celebrating Val Vista’s A rating has been donated and will be hung on the front of the school.</li> <li>• 2 teachers received \$5,000 Fiesta Bowl grants</li> <li>• Google advertising is continuing and paying off.</li> <li>❖ Kudos from Gaye to for the Fun Run – You are doing a great job and we appreciate you!</li> <li>❖ Parker expressed appreciation for the Fiesta Bowl Wishes Grant that will be used for a Sensory Room.</li> </ul> <p>Rome reported: (Note: full report included in Governing Board packet.)</p> <ul style="list-style-type: none"> <li>• 8 tours this month. 441 students</li> <li>• 150 hours from volunteers and added 2 new volunteers this month</li> <li>• Build a Healthy Burrito Night (\$1,500 of food donated by El Pollo Loco), Family Fall Festival “Trunk or Treat,” approximately 400 attendees, partnered with Little Learners</li> </ul>	Amanda – Will provide Zip line vendor contact info. to Gaye

- Monday after event, Rome followed up with Little Learners. They had received several inquiries from their parents re: Dobson.
- Working on a tax credit video to help push the message.
- Have added a more vibrant look to web page
- Office Max donated over \$2500 worth of supplies for students/teachers
- Continuing community outreach and establishing relationships is a Dobson goal.
- Have had 4 schools present to the 8th graders about their programs and transitioning from 8<sup>th</sup> grade.

Mike Dyer expressed appreciation for the outreach to the high schools

Gaye offered suggestion of 7th or 8th grade students partnering with the preschools for service credits. Also, some schools give high school credit for math if their 8th grade teacher is secondary certified. Great motivator.

Continuing to work on BCS Academy Crest with Rome and Mary. They plan to have crest samples by end of November

Dawne Winn suggested that an initiative be created for the Community Representatives to spend time on each other's campuses in order to learn more about the unique cultures. Rotate—perhaps begin with a day a week, increasing to one week a month.

Mike commented the volunteer hours and enrollment numbers are useful. He plans to attend Val Vista Fall Festival. As a Board Member he is planning to attend these events more frequently and encourages the Board and Committee members to attend as they can.

In response to Natalie's question re: social media: Rome and Amanda have been working together and will have something for Dobson. Already on the Facebook page, getting some information that people are excited about what they are seeing. A marketing calendar has been established for Dobson. They are seeing a difference and working to get it better and bigger. Also in the process of getting Dobson Google ads up and running. Dr. Winn and Rome are building the foundation. Tara suggested pictures of STEM-related activity and other classroom engagement photos would be a huge bonus for the school. Low class size should also be promoted.

Gaye suggested a picture of the A Rating banner at Val Vista be shared on Google /Facebook. Share and push it, as it creates stir. Low class size should also be promoted.

Keep up the good work Amanda and Rome!

2. Cornerstone Events	<p>Making sure schools recognize and embrace events that have been successful, such as the: Fall Festival, Chili Cook Off, Harvest Festival</p> <ul style="list-style-type: none"> <li>• It was suggested this be reviewed on a quarterly basis.</li> </ul>	Committee agreed to table this topic and review next month.
3. Fall Work Retreat	<p>Fall Work Retreat was held on Saturday, October 20, 2018</p> <p>Mike felt retreat was worthwhile and discussion on Curriculum necessary. Kudos to Mary Kennedy.</p> <p>There may be interest in “hatching” another committee to follow the curriculum piece. If you are interested, contact Mike Sobieski. Amy Gurtler and Mary Kennedy had expressed interest. If the committee is approved, a senior staff member would represent each campus.</p> <ul style="list-style-type: none"> <li>• Review BoardOnTrack</li> <li>• CharterBoards</li> </ul> <p>Covered a lot of material and discussion on Board tools. What are we trying to accomplish and could we accomplish for something less expensive?</p> <p>Central Office will take advantage of the CharterBoards free trial and begin in mid-November.</p>	Be thinking of additional topics for the Spring Retreat and bring suggestions forward.
4. Increasing Board Membership	<p>We are still interested in growing the Board for Hearn and Val Vista representatives. Amy G., a previous Board Member, is interested in rejoining.</p> <p>New members were asked if it is appropriate for the returning Board member to go through the same process they completed, or fast track. All agreed to be consistent. Candidates to attend the 3 Board meetings as well as participation on a committee.</p> <p>Hearn does not have anyone else in the wings. They will endeavor. Val Vista parents have been contacted and there are 4 potential candidates.</p>	Connie will communicate decision to Amy and provide her with written verbiage.
5. Change of Meeting Time?	<p>An earlier proposal to move the time of this meeting to earlier in the day, due to difficulties of parents with children in sports, and other after school activities was discussed. Mike and Gaye indicated they can be flexible.</p> <p>After a short discussion, it was determined the next meeting would begin at 3:30 p.m., which was a more optimal time.</p>	Connie to note new time for calendar notices.

	<p>The 1<sup>st</sup> Tuesday of November was suggested as an opportunity to brain storm additional ideas for the Spring Retreat. (Phenomenal fund raisers)</p> <p>Gaye suggested: Partnerships with High Schools and preschools—Intentional Outreach/Enrollment.</p> <p>The December 4 meeting will be canceled.</p> <p>Spring Retreat dates were discussed. Perhaps no later than early March due to grant cycles. Amanda and Rome plan to attend.</p> <p>A Friday was suggested rather than Saturday, which seemed to be preferable for most. Could run from 3 to 7:00 p.m.</p>	<p>Connie send Cancellation through Outlook</p> <p>Connie sent out Doodle Poll</p>
6. Future Agenda Items	<ul style="list-style-type: none"> <li>• Suggestion to add an Academic Data Section to Governing Board Agenda was proposed. Will suggest adding to Executive Committee Agenda.</li> <li>• Mike and Gaye thought it was a good idea, perhaps every three months. Galileo and PowerSchool may have an academic calendar we could align report outs with.</li> </ul>	
7. Next Committee Meeting Date	<p>The Tuesday, December 4 meeting was canceled. The next regular scheduled Planning and Development Committee meeting will be held Tuesday, January 8, 2018 at 3:30 p.m. telephonically.</p>	

The Planning and Development Committee Meeting was adjourned at 7:38 p.m.

*Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 10/31/2018*