

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

February 5, 2019

(Meeting held telephonically)

Present: Mike Dyer, Natalie McKenney, Gaye Leo, Amanda DeNight, Rome Williams, Karah Gagnon, Dawne Winn, Amy Gurtler, Connie Johnston

Absent: Mike Sobieski

The meeting was called to order at 3:30 p.m.

Topic	Discussion	Action/ Update
<p>1. BCS School Crest</p>	<p>Rome reported: (Note: Full report will be included in February 11 Governing Board packet.)</p> <ul style="list-style-type: none"> • Daniel Langhans, Dobson art teacher joined Rome on the conference call and informed folks of the meaning of the items in the proposed BCS crest’s four quadrants. • The consensus was not to have the school mascot in the crest, so as to appear more professional and have mass production capabilities. • Dawne spoke about the font used in the ribbon under the crest. Participants were in agreement it was easy-to-read and the text appeared sharp. • There had been earlier discussion about the possibility of the banner color being changed out for the schools. <p>Mike called for a poll of meeting participants and the majority voted for example number 3 and one liked the torch and book example.</p> <p>Mike reiterated the designs look awesome and thanked Daniel for his creativity and hard work!</p>	<p>BCS crest implementation to be discussed at the next meeting.</p> <p>The BCS crests will be a discussion item at the 2/11 Governing Board meeting.</p>
<p>2. Community Development Reports</p>	<p>Rome reported: (Note: Full report will be included in February 11 Governing Board packet.)</p> <ul style="list-style-type: none"> • 1,672 Volunteer hours as of January 2 • Gained 3 new volunteers this month • 1,271 clicks on website, leading to 104 calls • Distributing open enrollment postcards at local events • Partnered with Donald Garcia (Anti Bullying Seminar) for schools and children in Chandler area. • Organizing and posting a Dobson “School Choice” video on Facebook and website • Dobson held its Dolphin Dash on February 1 	

	<p>Amy suggested Ad Word service as being useful in marketing. Rome will look into.</p> <p>Amanda reported: (Note: full report included in February Governing Board packet.)</p> <ul style="list-style-type: none"> • 1,226 Volunteer hours as of January 30 • 11 tours conducted • Currently conducting 3 Facebook Campaigns – Overall VVA, Kinder Prep. And Open Enrollment • Working with Dobson for exposure at the Ostrich Festival • Contacted preschools to schedule a Kinder Night • Fox 10 has been contacted • Val Vista will have a marketing table at Main Event during Spring Break • Working with Community Impact Newspaper of Gilbert to advertise. <p>Karah suggested asking the reporter for interview questions in advance.</p> <p>Mike suggested considering running a one or two month ad, especially if the newspaper is doing something regarding charter schools. Mike also suggested Rancher Roundup as a good community newspaper and referral source.</p>	
<p>3. Spring Work Session</p>	<p>The BCS Spring Work Session was held Friday, February 1, 2019.</p> <ul style="list-style-type: none"> • Community Development Officers and Gaye were prepared with Top 3 events and good friend-raising and fundraising ideas. • Folks thought the Work Session was excellent and a good use of participants' time. • Majority did not feel as if too much was packed into the Agenda. • Friday meeting time compared to Saturday seemed to have worked well. <p>Mike commented it was good to have the more relaxed time during dinner to visit around the table.</p> <p>Mike asked if there were any changes to Implement or change for fall. There were no comments.</p> <p>Mike thanked Amanda for providing us with pertinent information regarding Signature Events. He thanked both Amanda and Rome for facing Friday traffic and sharing their ideas re: Signature Events.</p>	

<p>4. BCS Bridge Line</p>	<p>Connie reported the BCS Central Office worked with Crexendo and now has (at no extra cost) a designated Ball Charter Schools Conference/Bridge Line.</p> <p style="text-align: center;">BCS Conference/Bridge Line Number is: 480.867.4479, PIN: 2207</p> <p>Annie Gilbert and Connie are the gatekeepers. Please contact either of them to schedule line usage.</p>	
<p>5. Future Agenda Items</p>	<ul style="list-style-type: none"> • The Planning & Development Committee will facilitate discussion as to BCS Crest implementation. • Be thinking of Work Session topics and ideas as we begin planning for the Fall Work Retreat. 	
<p>6. Next Committee Meeting</p>	<p>The next regular scheduled Planning and Development Committee meeting will be held</p> <p style="text-align: center;">Tuesday, February 26, 2019 at 3:30 p.m.</p> <p style="text-align: center;">Call in number will be: 480.867-4479, PIN: 2207</p>	

The Planning and Development Committee Meeting was adjourned at 4:15 p.m.

Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 2/5/2019