

**PLANNING AND DEVELOPMENT COMMITTEE**

**Meeting Minutes**

**December 4, 2019**

(Meeting held telephonically)

**Attendees:** Mike Dyer, Gaye Leo, Annie Gilbert, Karah Gagnon, Rhonda Donnelly, Natalie McKenney

The meeting was called to order at 5:36 p.m. by Annie Gilbert. Mike Dyer joined at 5:45 p.m.

Topic	Discussion	Action/ Update
<p><b>1. BCS Spring Work Session / Ideas April 3, 2020</b></p>	<p>Annie reviewed the workshop facilitator suggestions she had received from colleagues.</p> <ul style="list-style-type: none"> <li>• Connie to solicit information: availability, time and cost, current bio., previous work</li> <li>• Committee to make decision</li> <li>• 2013-2014 Strategic plan located. Annie placed the plan in a PowerPoint and noted if the items had been completed, in progress, etc.</li> <li>• Annie suggested the former strategic plan be place on the January Board Agenda.</li> </ul> <p>Mike asked if a location for the Spring Work Session had been secured:</p> <ul style="list-style-type: none"> <li>• Can use conference room at Mike’s location, or do we wish to look at some other places</li> <li>• Kara indicated she has conference rooms access – Gilbert/Germann</li> </ul>	<p>Annie offered to send out the 2013-14 Strategic plan to those who wanted. (Karah, Natalie, Gaye, Rhonda)</p> <p>Connie – to add Strategic plan packet to JAN Board Agenda</p> <p>Place on January Agenda - Review of strategic plan for discussion inclusion. Note items to be revisited.</p>
<p><b>2. Ball Charter Schools Branding</b></p>	<ul style="list-style-type: none"> <li>• Natalie provided an update of a November 22 branding meeting which focused on website redesign. Rhonda presented information she had pulled together and questions answered. Natalie indicated the group plans to get together again prior to the January Board meeting.</li> <li>• New discussion item brought up re: using the School Crest in Signature Line and Letterhead. Natalie had previously had brief discussion w/Dawne on the topic. Although in early stages, all present were in favor of using the BCS crest on letterhead as the long term preference. Mike will present before the Board in his Board report.</li> <li>• The mascot has its place, but we want to utilize the crest as developed. Evokes a larger discussion as to all schools being consistent. Guidelines as to official communications using the crest versus mascot.</li> <li>• Discussion comments: Like the idea of using the crest and pushing it forward to the outside world. Mascots are not going away-students/parents identify. Would prefer to use the crests Karah likes the use of the crest – push forward on more of a primary for the outside world. Would like to see crests in signature line—consistency.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Val Vista mascot is a brand to rally around (voted best mascot). The crest brings a little bit of prestige and should be on letterhead and main websites. Individual school sites could perhaps use the crest and mascot branding.</li> <li>• All agreed it needs to be a unified and consistent plan.</li> <li>• A suggestion was made to use the BCS crest on the header and in the footer of the letterhead perhaps have all three mascots. Thus letting public know we have three schools.</li> <li>• Question was asked if folks would like to see the BCS Ball house eliminated, majority thought new crests refreshing update focusing on school prestige. Strategic plan / new direction—crests look so much more professional, sharp and scholastic.</li> <li>• Mike will take the unanimous recommendation back to the Governing Board. (Emphasize consistency on all three campuses, administrators, plus email branding).</li> </ul>	
<b>3. BCS 2020 Kick Off</b>	<p>Dobson will host the BCS educator kick off for the 2020 school year.</p> <ul style="list-style-type: none"> <li>• Principals in the past have made the speaker recommendation. Encouraged to put heads together for a focal point/starting place. Want someone enlivening!</li> <li>• Annie noted we have @\$10,000 in budget to be split among the schools for speaker fee</li> </ul>	
<b>4. Ideas for Future Discussion</b>	<p>The principals, John, and Annie are encouraged to increase the pool size for an available speaker. Potential speakers mentioned at the last meeting were:</p> <ul style="list-style-type: none"> <li>• Doug Lemov, author of <u>Teach Like a Champion</u></li> <li>• Jaime Cusap, Global Education Evangelist for Google</li> <li>• Principals put their heads together – a focal point starting place – people working with that focal point</li> </ul>	Keep on Agenda for January update
<b>5. Summary and Future Agenda Items</b>	<p>For information:</p> <ul style="list-style-type: none"> <li>• BCS Appreciation Lunch – January 10, 2020</li> <li>• Let Connie know to be included in the headcount</li> </ul>	May be removed from Agenda.
<b>6. Next Committee Meeting</b>	<p>January 8, 2020 5:30 p.m.</p>	

The Planning and Development Committee meeting adjourned at 6:17 p.m.

*Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 12/6/19*