

**PLANNING AND DEVELOPMENT COMMITTEE**

**Meeting Minutes**

**January 8, 2019**

(Meeting held telephonically)

**Present:** Mike Dyer, Board Vice President, Chair; Natalie McKenney, Dobson Board Member; Gaye Leo, Hearn Academy Principal; Amanda deNight, Val Vista Community Development Coordinator; Rome Williams, Dobson Community Development Coordinator; Karah Gagnon, Val Vista Board Secretary; Dawne Winn, Dobson Academy Principal; Connie Johnston, Board Coordinator

**Absent:** Tara Yesenski – moved to serve on Curriculum and Systems Committee  
 Parker Galope – moved to serve on Curriculum and Systems Committee  
 Mike Sobieski, Amy Gurtler

Mike Dyer called the meeting to order at 3:30 p.m.

| Topic                            | Discussion   | Action/ Update |
|----------------------------------|--|----------------|
| 1. Community Development Reports | <p><b>Amanda reported:</b></p> <ul style="list-style-type: none"> <li>• Ties and Tiaras (father/daughter dance.) It was a memorable night – 137 students and parents attended.</li> <li>• Continuing to use Google Ad Words – 21 verified calls</li> <li>• 3 campaigns running for November and December – working on Kinder Prep and Open Enrollment</li> <li>• Have a video promoting tuition-free all-day Kindergarten.</li> <li>• Promoting a chocolate-themed Family Open House Night, January 24.</li> <li>• Gained 5 new students for this year and 11 for next</li> <li>• Since A rated banner up – 6 people stopped in as drive-bys.</li> </ul> <p>Mike commented that Val Vista efforts are a real plus. Love hearing more folks are continuing to ask for tours.</p> <ul style="list-style-type: none"> <li>• Open enrollment began in November.</li> <li>• Reenrollment forms went out yesterday for Val Vista.</li> </ul> <p>Mike suggested placing “generally lower class size” reference on Marquis – using news article to our benefit.</p> <p>Gaye reported Hearn put out enrollment letters prior to Christmas. —moved timeline up. Gave 8 tours today and enrolled 8 new students.</p> <p>All should be aware of California folks affected by fires moving to the area. It was noted parents are looking for Open Enrollment information earlier and earlier.</p> |                |

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|                        | <p><b>Rome reported:</b> (Note: full report included in January Governing Board packet.)</p> <ul style="list-style-type: none"> <li>• 1,540 Volunteer hours as of 1/2/19</li> <li>• Gained 2 new Volunteers this month</li> <li>• Added 8 students through tours.</li> <li>• 12/14 – Dobson Academy Winter Dance had attendance of @300 students and family members. Slide show promoting Dobson activities and campaigns was showing during this event</li> <li>• Google Ad Campaign – have had 749 clicks</li> <li>• Dobson continues to promote our Tax Credit Video</li> <li>• A rating banner is up on the front of the school. (Promoting positivity.)</li> <li>• Continuing community outreach to businesses nearby.</li> </ul> <p>Dawne is excited about number of electronic enrollment applications and noted reenrollment will also be online.</p>   |  |
| 2. School Crest        | <p><b>Rome reported:</b></p> <ul style="list-style-type: none"> <li>• Mary and Rome met on 11/26. Reviewed sketches by art teacher, Daniel Langhans.</li> <li>• Another meeting is being set up to determine what to emphasize on the Crest.</li> <li>• Rome has art sketches and happy to share.</li> </ul> <p>Mike suggested setting a date of mid-to end February to have Crest reviewed and selected. Would like to see options passed along to the Committee.</p> <p>Once layout and content agreed upon, Gaye proposed we contact a professional for final, as a commercial-grade product will be needed to the web and other materials. Mary Kennedy has a contact and will forward the agreed upon mock up to finalize.</p>   |  |
| 3. Principals' Reports | <ul style="list-style-type: none"> <li>• Dawne and Gaye indicated the Principal's evaluation tool will be discussed at the ADMIN meeting on January 9.</li> <li>• Karah and Natalie expressed they would like to see Academic Standards as a separate Board Agenda item. Annie was suggested to lead the discussion.</li> <li>• Natalie wants monthly reporting to keep all appraised as to where we are with state standards.</li> </ul> <p>Mike: if we are making as a separate subset, who would drive discussion on the topic? Annie was suggested as the driver on this item and will collect data to report out to the Board.</p> <ul style="list-style-type: none"> <li>• Gaye/Dawne come prepared with a proposed or competing drafts. Capturing Natalie's suggestions. What may or may not be workable. What changes to make and why.</li> <li>• Stick with evaluative tool. Need to change principal's report. Academic excellence piece, what is needed to succeed? Not getting a good deal of value currently.</li> </ul> | <p>Academic Standards and Measures will be added to Board Agenda. (Testing and State Curriculum Changes, as well as Excellence Data should be reported monthly.</p> <p>Mike recommended we add the recommendation to the Agenda and come back and review in March/April to determine if it continues to be a worthy recurring Agenda item.</p> |

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|                                | <ul style="list-style-type: none"> <li>• Board members want to be aware of what is the next big project or hurdle down the road?</li> <li>• Natalie's intent was to have 2 separate items and to change the Principals' report to contain more Action items, rather than focusing on past activities.</li> </ul>   | (Reminder: Mike to suggest to the Governing Board)  |
| 4. Spring Work Retreat         | <p>Spring Work Retreat will be held Friday, February 1, 2019. Community Development Officers to come prepared with Top 3 events, etc., so as to have more meaningful discussion and solutions.</p> <p>Gaye was asked to talk to Kathy to provide data from Hearn events, so reviewing is not the main time thrust.</p> <p>Natalie was asked to work with Amanda to take a look and share comments if there is anything else worthwhile for folks to gather in preparation.</p> <p>Note: Ideas presented by the schools are not just about money raised. Also consider community recognition, buy-in and participation.</p> | <p>3 Academies be prepared with:</p> <ul style="list-style-type: none"> <li>• Top 3 Events</li> <li>• Bottom 3 Events</li> <li>• Attendance</li> <li>• Purpose: Profitability Numbers</li> <li>• Purpose: Community Involvement/Outreach</li> <li>• Recommendations</li> <li>• Estimated Volunteer Hours</li> </ul> |
| 5. Board Appointment           | Amy has met the requirements. Recommend we proceed with Board Appointment.   | Amy Gurtler on Board Meeting Agenda to be approved.   |
| 6. Increasing Board Membership | <p>We are still interested in growing the Board.</p> <p>Devin Grigg remains a possible candidate. May have another open spot at Val Vista?</p> <p>Look forward to populating the committees and having them be more productive. I</p>  |   |
| 7. Cornerstone Events          | Making sure schools recognize and embrace events that have been successful.  | Will be discussed at Spring Retreat.  |
| 8. Future Agenda Items         | <ul style="list-style-type: none"> <li>• Suggestion to add a recurring Academic Data Section to Board Agenda</li> </ul>  | Evaluate effectiveness of reporting at March/April meeting  |
| 9. Next Committee Meeting Date | The next regular scheduled Planning and Development Committee meeting will be held Tuesday, February 5, 2019 at 3:30 p.m. telephonically.  |   |

The Planning and Development Committee Meeting was adjourned at 4:44 p.m.

*Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 1/9/2018*