

**PLANNING AND DEVELOPMENT COMMITTEE**

**Meeting Minutes**

**May 7, 2019**

(Meeting held telephonically)

**Present:** Mike Dyer, Natalie McKenney, Gaye Leo, Amanda DeNight, Rome Williams, Karah Gagnon, Dawne Winn, Devin Grigg, Connie Johnston

**Absent:** Mike Sobieski, Amy Gurtler

The meeting was called to order at 3:34 p.m. by Mike Dyer.

Topic	Discussion	Action/ Update
<p><b>1. Community Development Reports</b></p>	<p>Amanda reported:</p> <ul style="list-style-type: none"> <li>• 1,819 volunteer hours. Proud of where we are at!</li> <li>• 8 tours – Numbers as of today at 321</li> <li>• 4/6 Spring event with Kinder Prep families</li> <li>• Marketing – met with director of a new preschool near Val Vista</li> <li>• Viper showcase tonight (Tuesday), featuring art and music</li> <li>• Upcoming Glow Dance and promotion time</li> <li>• Rome and Amanda are meeting once a week to share ideas and take advantage of individual strengths</li> </ul> <p>Mike asked re: response rate for returning students. Amanda reported a high return rate. Community Impact magazine had a recent article about size concerns in surrounding schools, Val Vista encouraged to promote their accessibility.</p> <p>Rome reported:</p> <ul style="list-style-type: none"> <li>• 2,100 volunteer hours, added 2 volunteers</li> <li>• 12 family tours this month, 5 have already enrolled</li> <li>• 4/25 Spring Dance, @125 attendees, included a photo booth, DJ, smoke machine</li> <li>• Promoting 3 year old program and Kinder Prep - Dawne predicted growth in these programs</li> <li>• Information booth was set up at Providence High School</li> <li>• Community Bingo Night scheduled for next week (incentives to bring a friend)</li> <li>• Dawne reported 400 students reenrolled, 109 are confirmed by phone, but have not completed registration. Dobson is comfortable predicting they will be close to a 500 enrollment number.</li> </ul>	

	<ul style="list-style-type: none"> <li>Rome reported Amanda has been helping out with the Dobson Facebook page as well as event planning. Kudos!</li> </ul> <p>Mike commented on the great team work and collaborative efforts between Amanda and Rome.</p>	
<p><b>2. BCS School Crest Finalization</b></p>	<ul style="list-style-type: none"> <li>Amanda expressed concern over the image quality</li> <li>Rome offered to reach out to Daniel re: printed version, double checking flattened version/circles, and colors not meeting. Rome will provide Connie with the outcome.</li> <li>The Established ribbon could be problematic – with the different dates. Committee agreed the preference is to have all schools use the Established 1998 date as we are building off the Ball Charter reputation.</li> </ul> <p>Mike thanked Rome and Amanda for taking care of suggestion. We are all looking forward to seeing implemented.</p>	<p>Connie: to place on Agenda for Governing Board Approval</p> <p>Rome: Work with Daniel to improve print quality</p> <p>Remove as P&amp;D Agenda item after Board approval</p>
<p><b>3. Fall Work Session</b></p>	<p><b>BCS Fall Work Session</b> - Friday, September 13, 3:00 p.m. – 7:30 p.m. Discussion followed re: the Agenda</p> <ul style="list-style-type: none"> <li>Do we want to focus on particular preferences other than policies?</li> <li>Do we want outside experts, or look at internally? Natalie offered to provide a tool she prepared and found helpful.</li> <li>Present an overview from top to bottom, then do a deep dive</li> <li>Present policies on Arizona School Boards Association and differences with Arizona State Board for Charter Schools. Compare since we adopted the ASBA policies.</li> <li>If needed, could have Arizona State Board for Charter Schools present at spring session.</li> <li>Become acquainted with the manual and how we can respond and identify.</li> <li>Explore with a representative to look at and work through. Where do we look on a day-to-day basis?</li> <li>Preference to keep in-hour or use expert/look at our own institutional resources and how we adjust?</li> <li>Take on big topics – familiarize us with in conjunction as to what we have done.</li> <li>What are responsibilities of a Board Member – stay at 10,000 foot level. How do Boards function at a high level? Have good mix of old, new and in-between members.</li> <li>Members in agreement we're off to a good start.</li> <li>Natalie will send table with links to base off from.</li> <li>Check out in-house profile first 30-45 minutes, policies, customs, practices of Board exist. Then have ASBA representative present. Perhaps another topic?</li> </ul> <p>Gaye offered to provide updates for Connie early next week.</p>	<p>Natalie to send table w/links</p> <p>Connie contact ASBA re: folks who do outreach and training (Board improvement or model polices/procedures, changes).</p> <p>Connie to set up Conf. Call, perhaps next week between Representative, Gaye, Mike</p>

<b>4. Board Nominations of Officers</b>	<ul style="list-style-type: none"> <li>No objection to Connie sending email to Board members re: committee preferences, and willingness to Chair or Co-chair Office or Committee</li> </ul>	Connie send email asking for volunteers to be included on ballot for June.
<b>5. Future Principal and Vice Principal Development Pipeline</b>	<ul style="list-style-type: none"> <li>Karah and Gaye will wait until school is out.</li> <li>Item tabled until June.</li> </ul>	Karah and Gaye to meet in June.
<b>6. BCS Branding</b>	<ul style="list-style-type: none"> <li>Natalie indicated the issue of branding was raised as Crest usage was discussed.</li> <li>P&amp;D Committee can do some brainstorming to get a bigger picture of a more formalized branding of our school.</li> <li>Identify: Why do parents choose one school over another?</li> </ul> <p>Mike indicated a Work Session was spent previously to come up with a brand—even using a professional facilitator. No consensus occurred.</p> <ul style="list-style-type: none"> <li>Thoughts considered: How does BCS differentiate ourselves from the competition. Are we traditional education? What are we willing to focus our programs toward?</li> </ul> <p>Mike suggested that perhaps we could agree to meet in June and make this topic the Agenda focus item.</p> <ul style="list-style-type: none"> <li>Understand what would resonate to the community, what would parents say about this school? Come up with a tag line, have Rome and Amanda comment on community feedback.</li> <li>Natalie will help foster this activity and asked for volunteers interested in serving on this Task Force to contact her. Mike has historical references, etc. to provide. Others feel free to add.</li> <li>Putting this topic on as an Agenda discussion item is a good starting point for collaboration.</li> <li>Dawne is willing to help with this and provide the opportunity for a Board Member to attend the next Site Council meeting at Dobson and bring up the Branding topic and request input. What draws folks to our schools?</li> <li>Gaye reported Hearn is willing to have a designee to interact with.</li> <li>Mike indicated Mike Sobieski had led (3-4 years ago) the charge in redoing the logos and the mascots for the schools. He would be a good resource for Natalie.</li> </ul>	Connie to retain this topic on Agenda for next month.
<b>7. Future Agenda Items</b>	<ul style="list-style-type: none"> <li>None other than presented above.</li> </ul>	
<b>8. Next Committee Meeting</b>	<p>The next regular scheduled Planning and Development Committee meeting will be held  <b>Tuesday, June 4, 2019 at 3:30 p.m.</b>  <b>Call in number will be: 480.867-4479, PIN: 2207</b></p>	

The Planning and Development Committee Meeting was adjourned at 4:35 p.m.

*Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 5/8/2019*