

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

April 3, 2018

Meeting held telephonically

Present: Mike Dyer, Board Vice President, Chair; Dawne Winn, Dobson Academy Principal; Gaye Leo, Hearn Academy Principal; Karin Meilstrup, Board Coordinator; Amanda deNight, Val Vista Community Development Coordinator; Rome Williams, Dobson Community Development Coordinator

Mike Dyer called the meeting to order at 6:34 p.m.

Topic	Discussion	Action/ Update
1. Community Development Coordinator Updates	<p>Mike starts the meeting by asking the Community Development Coordinators to share briefly things that we would want to celebrate that have happened and then ask any questions they may have.</p> <p>Amanda starts by talking about the successful Spring Break camp that was held at Val Vista. She also has been focusing on the Marketing, through different websites and social media, and getting lots of looks with those additions. The school is also joining the Gilbert Chamber of Commerce, which will bring some great attention. She had a question about tours, since they are slowing down, even with the ramp up of efforts. Mike advised her to go back to the current enrollment and start there, and make sure that we are retaining the students we already have. They are also thinking of making a Crest for Val Vista, and possibly all 3 schools, so that it is recognizable as a school when people drive by.</p> <p>Rome starts off by talking about the AZ Science Center that is coming to Dobson Academy on April 6th. A new campus of Primrose Preschool opened up a few miles away from Dobson, and he went to the opening and handed out brochures to families that were there. He had a question about why we didn't have Tuition Free on our website or posted. There is no reason, so we're going to start advertising that, since a lot of our competition has that on their websites. He also asked about different events, and what should be given away. We want to focus on going to events close to where we're located, but keep giveaway costs to a minimum.</p>	<p>Karin: send the updates to the P&D committee, as well as board</p>

2. Board Membership Growth	<p>The Application and needed information was put on letterhead and given out to each principal. From there, they will find people in their own communities that might be a good fit for our Governing Board.</p> <p>Dawne and Deb have a few parents that are interested and sending information to the Board Coordinator.</p>	
3. Fall Work Session	<p>The draft agenda was sent to the committee, and it looks good. There is some space currently available on the agenda, that we can fill with another topic, or discuss curriculum further. If there is nothing else to do, we can even let out early and still have accomplished a great deal.</p>	
4. Hiring Director of Finance	<p>Gaye offered to post this position on ZipRecruiter, just like she did with the Board Coordinator position.</p> <p>Because of lack of time during this meeting, we will add this topic to the Governing Board Meeting being held on Monday, April 9th to be discussed there.</p>	<p>Karin will talk to Annie about the Job Description and getting a Salary Range.</p>
5. Summary/Future Agenda Items	<p>Everything looks good, no future agenda items.</p>	
6. Next Committee Meeting Date	<p>The next committee date is Tuesday, May 8, 2018 at 6:30 p.m. telephonically.</p>	

The Planning and Development Committee Meeting was adjourned at 7:25 p.m.

Meeting Minutes Submitted by: Karin Meilstrup, Board Coordinator, April 6, 2018.