

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

September 25, 2018

(Meeting held telephonically)

Present: Mike Dyer, Board Vice President, Chair; Natalie McKenney, Dobson Board Member; Tara Yesenski, Dobson Board Member; Dawne Winn, Dobson Academy Principal; Gaye Leo, Hearn Academy Principal; Parker Galope, Director of Student Services; Amanda deNight, Val Vista Community Development Coordinator; Rome Williams, Dobson Community Development Coordinator; Connie Johnston, Board Coordinator

Absent: Mike Sobieski, Dobson Board Secretary
Karah Gagnon, Val Vista Board Secretary

Mike Dyer called the meeting to order at 6:35 p.m.

Topic	Discussion	Action/ Update
1. Community Development Reports	<p>Amanda reported: <i>(Note: full report included in Governing Board meeting packet.)</i></p> <ul style="list-style-type: none">• 311 volunteer hours as of September 20. Gained 4 new volunteers.• Continuing use of Google AdWords• Running 4 campaigns on Facebook through October.• The Tax Credit drive begins Monday, October 1. They have a flyer to hand out, and are working with Channel 12 News about marketing opportunities, targeting zip codes and demographics.• Have applied for two grants, and are working with Karah to gain sponsors for the upcoming Fall Festival.• Subaru has donated science books• A fall STEM Camp is scheduled <p>Rome reported: <i>(Note: full report included in Governing Board meeting packet.)</i></p> <ul style="list-style-type: none">• There is continuing interest for school tours, have had a couple this week and another scheduled for next.• Close to 100 volunteer hours and additional volunteers signed up.• Mike indicated volunteer hours are important to share with the community and publicize. This information is shared in the Dobson Newsletter along with Volunteer of the Week.• Mike stated that we used to include Board Member hours in our volunteer reporting on a monthly basis.	

	<ul style="list-style-type: none"> • Rome coordinates Dobson volunteers, tracks hours, sees they are fingerprinted right away, follows up with a phone call, and coordinates how best to utilize them. He also makes a point to let them know how much they are appreciated. • @45 folks attended the Health & Wellness Expo. The Expo. Provided information and ideas on how to incorporate health and wellness in everyday life. • A local author has donated books to Dobson and will be reading excerpts in the classroom. <p>Mike stated it would be great to have some student transition to Ball Charter over Christmas.</p> <ul style="list-style-type: none"> • Parker asked if there is any way to publicize that we are Not for Profit. All agreed we should remind our givers and the Not for Profit information should be placed on all Marketing pieces. Mike cautioned that other Charters who have been in the Press are also Not for Profit, but have management fees. • Natalie asked Rome if he had a Distribution list of parents. Yes, they are included in E-mail blasts. • Amanda mentioned the carline is an effective way to introduce herself and make face-to-face contact with the parents. • Natalie mentioned the benefit of opening up volunteer jobs to newcomers, so all could have opportunities in the school. Example given was the Junior Achievement program. <p>Mike made the recommendation that the topic of Cornerstone Events be placed on future Agendas right after the Community Development Reports as an opportunity to consider/discuss cornerstone events.</p>	<p>Connie will add to next Agenda.</p>
<p>2. Fall Work Retreat</p>	<p>Date confirmed for Work Session: Saturday, October 20, 2018</p> <ul style="list-style-type: none"> • Time for BoardOnTrack Presentation and others will be presented during lunch. • Gaye reported Mary Kennedy is eager to present (curriculum history--where we have come from/why we are here). Gaye and Dawne are prepared to speak about curriculums—where we are and where we intend to be. • It was suggested the Work Retreat Agenda be rearranged so Mary’s presentation is first, followed by the Principals’, 	<p>Connie will update the Agenda.</p>
<p>3. Increasing Board Membership</p>	<ul style="list-style-type: none"> • A Proposed Governing Boards spreadsheet was discussed which gives us flexibility to add parents whose children are currently enrolled. 	

	<ul style="list-style-type: none"> • Tara asked if there were Job Descriptions for the various Board positions. She suggested these duties be posted on the website. • Hearn and Val Vista were encouraged to put forth effort to find at least one additional Board member for their school. Keep this on the radar! • Identify skill sets useful for new Board members—health care professional, technical expertise, etc. Target those areas. • Gaye asked questions re: a former Board member rejoining. Would they be required to attend a set number of meetings? Mike indicated it would be helpful if they were at meetings so Board members could get to know them. Gaye will approach the former Hearn Board member to see if she is interested. • Dawne was asked to pass along to Rome the more pointed effort to fill the Board position. Amanda will communicate to Deb. Seeking out potential candidates via advertising and personal contact was encouraged. Mike offered to be available if any potential candidates wished to discuss. <p>Gaye and Mike thanked our new Board members for their commitment in joining the Governing Board.</p>	<p>Connie will look through past Board 101 materials.</p> <p>Dawne to inform Rome / Amanda to inform Deb.</p>
<p>4. Coordination of Community Events and Fund Raising Activities</p>	<ul style="list-style-type: none"> • Natalie expressed interest regarding events happening in the other schools and sharing that information and knowledge. Parents would prefer to put their time and money into a larger event for the benefit of equipment or supplies and not feel as if they are being “nickel and dimed” throughout the year. • Mike indicated that historically the Board had not been involved in fund raiser management. It has been coordinated by the Principals, PTO and Community Development Coordinators. Welcomes the opportunity to fostering and providing sufficient encouragement. • Dawne suggested the topic of Events and Fundraising (plus particulars of running them successfully) be discussed on an annual basis at the Site Council meetings to retain Institutional Knowledge and not be reinventing the wheel each time. • As expressed at the last Board meeting, it might be beneficial to have a couple Core Events for schools. Examples given were: Chili Cook Off, World Culture Day, Fun Run • Would be beneficial to share knowledge and phenomenally successful ideas from other schools. • Ball Charter has a history of successful past events: Golf Tournament, Duck Drop, Winter Concert, Bike Raffle, Spring Carnival, Movie Night, Valentine’s Day Dance • This topic was suggested as an Agenda item for the Spring Retreat as an opportunity to share information re: fundraising event tips and tricks. • Schools to have unique identity and not become “cookie cutter”. 	<p>Connie to place on Spring Retreat Agenda.</p>

	<ul style="list-style-type: none"> • Suggestion: Raffle a donated large ticket item (bike, computer, electronic device, etc.). An entry ticket/s be given to those who make a Tax Credit Donation. Drawing for the item would take place at a large event to generate excitement. 	
5. Miscellaneous	Gaye is working with a graphic designer to create some drawings/ideas for an Academic Crest for Ball Charter Schools as well as a banner which would fly at each school site.	
6. Future Agenda Items	<ul style="list-style-type: none"> • Tara suggested a different time be considered for the meeting. Will be a discussion item for next meeting. • Mike indicated now that we have additional members we could resurrect some of the other committees. He also indicated the Planning & Development meeting need not be an ongoing commitment for all new members. Some may wish to transition to other committees. • Spring Retreat – Add an Agenda item to facilitate discussion of phenomenal fund raisers associated with tax credits. 	Connie to include on Spring Retreat Agenda.
7. Next Committee Meeting Date	The next Planning and Development Committee meeting will be held: Tuesday, October 30, 2018 at 6:30 p.m. telephonically.	

The Planning and Development Committee Meeting was adjourned at 7:40 p.m.

Meeting Minutes Submitted by: Connie Johnston, Board Coordinator - 9/26/2018