

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

February 26, 2020

(Meeting held telephonically)

Attendees: Mike Dyer, Karah Gagnon, Gaye Leo, Dawne Winn, Annie Gilbert, Devin Grigg, Amanda DeNight, and Board Candidate: Kyle Malcomson
 The meeting was called to order at 5:31 p.m. by Karah Gagnon

Topic	Discussion	Action/ Update
<p>1. BCS Spring Work Session / Ideas</p>	<ul style="list-style-type: none"> ▪ New date is June 3. ▪ As preparation for the Spring Work Session, Annie will present the old 2013-14 Strategic Plan at the May Board meeting. ▪ Board Rotation will be a discussion topic at the Work Session ▪ Mike Dyer and Annie Gilbert will meet with facilitator Herb Pain in early March to set the Spring Work Session agenda. 	
<p>2. Branding/ Marketing Committee</p>	<p>Amanda DeNight will join the monthly calls and report out re: marketing projects. There is a high correlation between campus tours and enrolling. Will have a visual ready for next meeting.</p> <ul style="list-style-type: none"> ▪ Gaye indicated Hearn data on handout is not accurate, as the hand held devices just arrived and several tours had been conducted and not recorded. Note: many families are Spanish speakers and information should be bilingual. Feedback appreciated and bilingual information will be included. ▪ Annie noted there will be a graph for the April meeting to show how many students are returning. ▪ Facebook ad was placed to attract Kindergarten students to Dobson. Dawne noted she did not receive bounce back from Edlio re: destination. It was suggested that a phone number be included, so folks can call. Hearn requests should go to Betty Pimentel. ▪ Mike noted it might be worth looking into getting our BCS schools on the Zillow lists. Amanda will look into for all three schools. ▪ Val Vista, is running several ads on websites. Amanda happy to share data info. She spoke with several neighboring preschools to invite to Kindergarten Roundup and is networking working with Gilbert Chamber of Commerce. ▪ Charters at the Capital was an amazing experience. Exciting to work next to the other Charter Schools and meet Legislators. 	
<p>3. BCS Educator 2020 Kickoff</p>	<ul style="list-style-type: none"> ▪ Theme will be related to: Technology Integration for Teachers and how best to reach students. Goal is to create a dynamic day using the new tools we have. <i>Engage the Learner!</i> 	

4. Planning and Development Chair Transition	Welcome Karah. Extending a huge thank you to Mike for his leadership!!	
5. Expansion/ Acquisition	<p>Karah noted the suggestions from John Huppenthal to break out the Expansion process to include:</p> <ol style="list-style-type: none"> 1. Metrics 2. Real Estate Purchase 3. Status of Finance 4. Prong Criteria for Acquisition (Mike Dyer added) <p>Expansion hand out is a working document. If you have further suggestions, please send to Annie. Past has taught to proceed with caution.</p> <ul style="list-style-type: none"> ▪ Dawne indicated there is a severe need for space at Dobson. The Central Office/Finance Area is being used for a multitude of activities. Solutions are being looked into. ▪ Gaye asked about the possibility of space at Val Vista. Annie indicated the need for 4-5 office spaces. ▪ Is there space for another modular on campus? Modulares at Val Vista were @\$200,000. They can then be turned into classrooms and we will have paid for something. ▪ Independent Office Space—there is a lot to consider. It is possible to have done prior to school startup if Board approved and site preparation hastened. ▪ Gaye shared Hearn put in a modular bought through foreclosure for \$28,000, which proved to be a great asset to Hearn. Gaye offered to show prior to Board meeting. ▪ Further research is needed to explore all options. 	
6. Summary and Future Agenda Items	There were no future agenda items.	
7. Next Committee Meeting	Wednesday, April 8, 2020 5:30 p.m.	

The Planning and Development Committee meeting adjourned at 6:07 p.m.

Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 2/27/2020