



## **Governing Board**

### **Meeting Minutes**

**Monday, October 5, 2020**

**6:00 – 8:00 pm**

Reunion Recreation Center  
17910 E. Parkside Drive North  
Via Zoom Meeting

**Board members in attendance:** Amy Schwartz, Noel Harryman, Ashley DeLorenzo, Tim Gallagher

**Board members in attendance by Zoom:** Maura O'Neal, Chris Wildhagen, and Mizraim Cordero

**Absent board members:** Kelly Leid, Jason McElDowney, and Roberto Meza

**Staff members in attendance:** Kevin Denton

**Staff members in attendance by Zoom:** Candace Cheung

**Absent staff members:** Jamie Prijatel

**Other attendees:**

### **Opening Items**

- Amy called the meeting to order and declared a quorum at 6:08pm.
- Tim sent in 2 grammatical updates that were corrected prior to the meeting; motioned to approve the 9/14/20 board meeting minutes as updated; Noel seconded it.
- Board and staff members shared good news updates with each other.

### **Committee Updates**

- Partnership Development, Capital Campaign (Fundraising) & Facilities - Amy updated that we are close on the loan pending some appraisal items, still confident we will close.

Our Pro Forma budget is in very good shape and we are moving forward with 175 regular students and delaying the homeschool component at this time to focus on the core program. We will keep the staffing program as is. We will be able to boast the best paying Charter school in Adams County. This was turned in the morning of 10/5/2020. Once we close on the loan we will begin ramping up the Capital Campaign.

Candace, Jamie and Kevin have been leading the CCSP Grant and it is due 10/15/2020, we are asking for just under \$1MM as our overall ask. This will be used for a lot of the one time start up costs to outfit the classrooms as well as the facilities side. No vote needed by The Board on this. Once they make the recommendation it is a negotiation process on the budget and funds to be approved.

Our back office support advisor, will be moving forward to Minga Education with Andy Franco, who previously joined our call. We had previously worked with Lori Deacon's firm and will be terminating this relationship.

Tim asked if Minga would also be helping with the student enrollment lottery. We have a different organization that provides data and enrollment plans. We were able to do this through the New School Venture fund that provided money for office hours and support. We will be using Schoolmint for the enrollment, tracking interest forms, and managing the lottery.

- Site & Facilities - Noel advised that the financial portion is playing a big part in the facilities and ground breaking. Still feel good about start times right now but will need the closing to prevent delays in our schedule. The GC on the job has submitted all of their subcontractor list that we have vetted and we are ready to move. A lot of our bids are coming back under budget currently.

There is not a current target groundbreaking date but we are holding until the closing.

- Principal Update - Kevin conducted the 2nd orientation session resulting in ~30 people in person as well as families on-line. We did have founding families in attendance to help with the orientation and outreach.

Working on partnership development, attending various conferences and panels. Forward thinking about future grants to begin getting in the pipeline.

- Parent and Community Outreach/Marketing and Promotion - Kevin shared Bloomwell Group document which provided a full holistic recruitment plan. Building out our

Priority 1, 2 and 3 groups (donors, organizations, need to know groups). Also provided all of the 8th grade enrollments for the middle schools within our district and call outs on free and reduced lunch meal program enrollments per school. To meet the goals will need to be connected with approximately 24K people, to provide 700+ inquiries and 360 applications.

Potential for phone banking sessions with The Board and founding families to provide additional outreach.

Working with Sofia who is a college Senior focusing in Agricultural study and she is assisting with outreach and social media plans. She is also keeping track of family updates.

Kevin has also spent time with our new website designer and anticipates the enrollment page to be up this week.

Info sessions have been productive, still asking The Board members and founding families to attend when they can. Starting in November there will be Spanish sessions. Potential for additional sessions that offer a deeper dive into the offerings of the program.

The next few weeks will have more of a build out for the Community Outreach plan and the breakdown of different campaigns. Will be requesting for sign-up from The Board Members as well as connections for the community partners and any that we can add to the list.

Next week Kevin will be meeting with the Counselors at all of the 27J district middle schools. Amy brought up the priority of reaching out to the middle schools outside of the 27J school district.

Wish list for a potential transportation offering, conversations for possibility to contract with 27J.

Creating a master list for who we want to send SWAG to. The Reunion Recreation Center is planning a STEAD Friday where they will all wear their SWAG. Kevin posed the question of giving it just to partners right now. Potential to do an on-line store as well but it will require us to backstock a small volume.

We don't have a large budget for SWAG, recommendations were for t-shirts and stickers. Will also spend the money on flyers, digital marketing and possible yard signs.

- Election -

Discussion around who will receive the SWAG and additional ideas for the SWAG.

Amy will forward on the updated Pro Forma that was sent to the lenders earlier today.

Fees-most schools have fees but are not mandatory. In our original budget we had \$320 per student based on 27J fees. Looking at more project based schools the fees are typically higher and through research landed on increasing fees per student. Will come forward with a proposal for a fee amount after further research.

STEADfest event this year will focus on Capital Campaign, will need to plan for an annual fundraising event.

As the CCSP Grant unfolds, keeping an agenda item for on-going training to ensure our professional development work is being completed.

Board dashboard has an up-to-date fundraising tab and will be updated as meetings occur. Student recruitment has had a handful of additional interest forms online in addition to the interest forms that Kevin has been receiving. The top 3 things parents are excited about are small class sizes, hands on learning, and an alternative education plan (theater, music and art most frequently).

- Non-Committee items -

Kevin will reach out as needed to help delegate small tasks to the Board and request a member be in attendance at each session. Will begin to have more tasks around the marketing plan as that is built out. For those not in-person can connect with Kevin to pick up their SWAG.

Ideal person for translation services is someone that can capture the spirit of the language vs. one-for-one formal translation. If anyone knows someone that can provide translation services. We need this person for our website, print materials and potentially digital/video work. Maura added in the future having this person(s) involved in the actual creation of the content to prevent the “loss in translation” effect.

Kevin discussed the accelerator week for The Board and founding families and we have only a few yeses at this point. Kevin will send out the ones we can join in the upcoming week.

### **Closing Items**

- Amy motioned to adjourn the meeting at 7:44pm; Ashley agreed. The board unanimously approved to adjourn the meeting.