



L.C. Fulenwider Campus

Governing Board

Meeting Minutes

Monday, November 2, 2020

6:00 – 8:00 pm

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

Board members in attendance by Zoom: Amy Schwartz, Noel Harryman, Ashley DeLorenzo, Tim Gallagher, Maura O'Neal, Chris Wildhagen, Kelly Leid and Roberto Meza

Absent board members: Mizraim Cordero and Jason McEldowney

Staff members in attendance by Zoom: Candace Cheung, Kevin Denton and Jamie Prijatel

Absent staff members: N/A

Other attendees: N/A

Opening Items

- Amy called the meeting to order and declared a quorum at 6:04pm.
- Tim motioned to approve the 10/5/20 board meeting minutes as updated; Noel seconded it and the board unanimously approved.
- Board and staff members shared good news updates with each other.

Committee Updates

- Partnership Development & Capital Campaign (Fundraising) - Kelly advised that in working with Saunders we are working on the Capital Campaign and encouraging contractors to participate in this.

We are very close to the final stages of getting the loan completed and closing on the loan in the next month. one of two things will have to happen either oakwood or clayton will

have to put up an additional line of credit. Once we are closed on the loan we will ramp up a more public facing capital campaign.

Kelly also added that himself, Kevin and Candace had a very productive and positive call with 27-J and partnering with the head of food services earlier this month.

Jamie advised that we received the 2nd part of the New School Venture Fund of \$115K towards implementing the launch of the school. They are a Venture Fund that invests in unique models of schools that are opening. That grant is coming to BuildStrong as the agent and if we receive the next round of funding once the school is opened.

Jamie advised she is working on an additional grant that is due Friday and could result in additional \$200-\$600K in funding. We are waiting to hear back on the Carnegie inquiry as well as the Wend Collective. We are waiting to hear on the CCSP Grant that Candace submitted. Amy and Kelly had an introductory meeting with Charles Dukes who is now working for Nora at the Wend Collective and he will be taking over the Colorado work.

- Site & Facilities Planning - Kelly advised that due to the Oakwood line of credit have been able to drive things forward with the design team. We are in for the permitting process and did a kickoff with the city. Saunders will be using this to put together a guaranteed final price. by the end of the week will have the estimate to align with our budget.

Tim advised that with Landmark Academy they broke ground in Mid-March and received the keys in July to open the school that August. Kelly advised once the building gets completed it will be a fast delivery since we are working through Phase 1.

- Principal Update - Kevin updated on the New School Venture Fund \$115K with 50% reserved for Kevin's salary. The remaining 50% will be used for some stipend experts and project based contracts to act as an exploratory season for future hires that have reached out to Candace. This would be approximately 15 hours per week for administrative support. Amy advised that one of these people would be Kevin's wife, and she does not see that as a conflict of interest since Amy will be directing most of the work.

In addition \$20K will go to our marketing efforts and getting the word out on STEAD to some demographics and regions that we have not tapped into as of yet. Due to the limitations of in-person events we have had to pivot and add some spending on mailings and flyers to get the word out.

Kevin met with Dr. Fiedler and has been working with 27-J as Kelly mentioned. Kevin is getting support to get the word out through the district.

- Parent and Community Outreach/Marketing and Promotion - Currently there are 23 info sessions on the calendar, occurring almost every week through February. There have been some technical fumbles but we have been adjusting as needed. Doing work to ensure that we are handing off contacts to our application platform. Sofia is transitioning from some of the admin work to more of the Latino outreach. Developing video and marketing materials that will be shared in the upcoming weeks.

Candace spoke about the group of founding families and the energy and excitement that they are bringing. There was a meeting with the founding family meeting last Thursday with a suggestion to hand out flyers and goodie bags on Saturday at the Trunk-or-Treat event. Working to tighten up correspondence and that there are ways to track their hours. For next steps we will be finalizing this week our formal flyer which will be passed to the families for distribution. Working on a document that provides language to communicate about the school for families and the Board as ambassadors. There will be a parent education night on this, STEAD 303, for those that will be speaking to others about the school.

Tim has been putting together a calendar of events that we can participate in or attend in addition to the founding families. Kevin will distribute this. This calendar includes events in all of 27-J that could be an opportunity to get the word out about the STEAD School. Tim advised that the Board needs a list of who the founding families are so we know who we are speaking to and add to the list of founding families as interest is expressed. Candace advised that there might be founding families at next months' board meeting and she will share the complete list of the founding families.

Kevin advised that as the prime ambassadors of the school he is asking the Board members to reach out to more of the middle schools and target demographics. There will be an outreach ask for each month that Kevin shared. In the [form](#) Kevin shared please fill out and select the schools you would like to adopt and Candace will connect you with the founding families that are tied to that school also. In addition please select the events that you are able to attend and participate in over the next two months from Tim's calendar.

Every Board member that wants to be a founding family will need to officially send Candace an email and then formally log the 50 hours.

Amy advised our formal enrollment for period 1 begins December 1st, 2020-February 15th, 2021. If we don't have 175 applications by February 15th, 2021 this means we will not

have a lottery scenario. We can continue to have applications past this date. If we do have a lottery there will be weight based on the target demographics.

If we can obtain a list Kevin will be asking for volunteers for phone banking as well as possible door hangers.

- Election - Amy advised our first round of STEAD Swag went relatively quickly, Kevin is on a second round that will result in better mass distribution for cost effectiveness. If you have not received any STEAD Swag please let Kevin and Candace know.

We are moving forward with a back office provider Andy Franco with Minga and we just received their proposal. At the next meeting there will be a recommendation with that contract which will need to be made through CCSP Grant.

Once we get through the groundbreaking we do want to move forward towards an annual fundraising event called STEADFest.

CCSP Technical assistance will have some requirements for the Board members in additional training modules through CDE.

Continue to review the Board Dashboard which has the most recent information on recruitment, fundraising and governance preparedness.

- Non-Committee items - Roberto brought up the website graphic that Kevin sent out for feedback. Kevin advised that the feedback has been good on the designs and the finalists will be able to implement the changes and feedback and then submit your final design for finalization and copywriting.

Tim advised of a potential conflict of interest that the Landmark Academy board will potentially consider expanding to a K-12 school. If this happens Tim will be a board member of two competing highschools but is unsure of the timeline for when this could happen. Tim will keep us advised as he learns more around timing and details.

Amy advised we may need to call an additional meeting around the closing of the loan but it might line up with the next meeting scheduled for December 7th, 2020. Be on the lookout for additional information.

Closing Items

- Tim motioned to adjourn the meeting at 7:43 pm; Kelly agreed. The board unanimously approved to adjourn the meeting.