

La Tierra Community School
Regular Monthly Meeting of the Governing Board
Wed. Jan 13, 2016 at 3:30pm

Board Members Present: Russell Erikson, Julie Baker, Sierra Wilson, Brian McVickers,
Staff Members Present: Anna Barnum, Dawn Klaiber

MEETING MINUTES:

I. Call to Order: 3:43pm (Round-table check-in of members - highlights/holiday activities)

II. Consent Agenda: Approve [December 2nd. Board Meeting Minutes.](#)
Meeting minutes approved, no agenda adjustments

III. Community Forum/Public Participation: None Scheduled

IV. Action Items: Create a timeline, select Chair-persons and meeting dates for Committees:

Discussion:

- Open to suggestions on getting these committees off the ground.
- School has little to no extra funding. Much of our marketing budget was used on developing the new website.
- Kindergarten enrollment begins February 1, re-enrollment begins February 16, open enrollment begins on March 1.
- Focus on re-enrollment via messages on detailed facebook advertisements. Check-in to see if there are discounts for nonprofits.
- We should continue to do radio spots because much of our competition is advertising via radio.
- Ask current families to share a facebook link to our promotional video.
- Our enrollment packet has been reformatted to better reflect what information is needed.
- Send information and fliers home with families encouraging them to invite people to kindergarten information night.
- Call on parents to recruit friends to our school.
- Publish school information in the hispanic magazine in town- Mima has a positive contact with this community.
- Investigate if the Courier will do a write up on our school for Martin Luther King Jr. day of service or for another upcoming event.
- Charter school fair is either March 1 or 2- we will set-up and art display, performance and booth to showcase our school.
- Education booth at the Prescott Farmers Market- teachers are looking into opportunities to present. Also look into applying as a nonprofit.

Beautification Committee:

- Sierra Wilson and Beth Cottle will be the Chairs of this committee. Sierra will head up initial beautification projects with necessary budget approved by Beth. Begin with redoing front entrance of school (drive-through parking area, new office signs, etc.) (Reach out to Brian as he may have a connection with with Ace TruValue)

Marketing & Recruitment Committee:

- Brian McVickers and Russell Ericson will be Chairs of this committee. We have roughly \$700 remaining in the marketing budget until the end of the year June 30.

Donations & Grants Committee:

- Julie Baker and Anna Barnum will be Chairs of this committee. Continue to push tax credit drive during all parent information session in the next two weeks. We will also look into setting up an online payment plan for tax credit donations by next month.

V. November and December Financial Report - See attached PDF Documents.

- Financial presentation and explanation of budget worksheets by Russ.

VI. Director's Report (Presented by Beth and Anna):

1. Grant Writing Presentation

- Deborah Charlap presented to the staff at professional development about what grantor are looking for in the grant application. Deborah has some connections with sustainability partners in the area that she is reaching out to. We need immediate action items to start working on- what small things can we do right now that can be a 'band aid' while we are working on the big picture. We need parents to come together to do cleanup/beautification before February 1 (necessity is filling in problem mud spots/holes on the field) Sierra will ask around for something to be used to fill.

2. Celebrations of Learning - (Shared photos and highlights)

3. Adjusted Calendar (Tabled for next Board meeting)

VII. Old Business:

- Director Evaluation - Anna and Russell will create a survey to go out to all LTCS staff members. Sierra will send an example of a formal evaluation tool that we can look and possible use. Once the survey results are collected, and the members of the Board have completed their evaluation, they will give their input to Brian. Anna will also do a self reflection/evaluation. Brian will meet with Anna after the next board meeting to debrief and discuss the outcome/results of the survey and board evaluation.

VIII. New Business/Future Agenda Items:

- Approve Updated School Calendar

IX. Adjourn: 5:36pm