



MINUTES of COMBINED PUBLIC MEETING and EXECUTIVE SESSION OF THE GOVERNING BOARD of LA TIERRA COMMUNITY SCHOOL

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of La Tierra Community School and to the general public that a public meeting of the Governing Board of La Tierra Community School was held.

Time: Wednesday, February 17th, 2021 at 5:10pm

Location: Meeting was held virtually via ZOOM due to COVID-19 pandemic. Meeting notice and school website provided instructions for attending virtually as well as obtaining assistance with virtual attendance.

Meeting Type: Regular Session

Members Present: Sierra Wilson, Matt Hart, Charles Mentken, Bee Sena

Members Absent: None

Staff Present: Rhetta Buller, Julie Jongsma

Guests Present: Nancy Alexander - LTCS Leadership Coach

The following matters were discussed, considered, and decided at the meeting:

I. Opening Items

- A. Call to order - Sierra calls meeting to order at 5:12 pm
- B. Adoption of the agenda - Agenda approved without changes

Motion: Sierra	Second: Matt				Vote: 4-0-0
Sierra: Aye	Matt: Aye	Charles: Aye	Bee: Aye		

II. Executive Session

Pursuant to A.R.S. § [38-431.03](#)(A)1, board enters executive session at 5:14 pm to perform mid-year director check-in and discuss director performance, stakeholder survey results, and support needs of each director for the remainder of the year.

Motion: Sierra	Second: Bee				Vote: 4-0-0
Sierra: Aye	Matt: Aye	Charles: Aye	Bee: Aye		4 - 0

**Board exits executive session and resumes open meeting at 5:54pm.

Mrs. Buller leaves meeting at this time

III. Action Items

- A. Enrollment Marketing

Sierra goes over some budget numbers, student numbers, federal covid funding, and opens discussion regarding a contract with marketing company to support our growth in the 2021-22 school year.

Bee asks for clarification of the marketing contract.

Sierra offers clarification to Bee’s questions regarding fee schedule and payments.

Matt, Bee, and Charles ask for clarification of marketing plan, fund disbursement, specific marketing strategies and costs, and potential effects of an effective marketing plan.

Sierra offers clarification. Offers perspective that in the worst case scenario (no increase in enrollment), board will have purchased 8 months of marketing coaching for directors as well as all digital and print marketing materials and “LTCS Marketing Playbook” (to be provided to LTCS by CSC at end of contract term). Feels this in itself is worth cost.

Sierra asks for Julie’s insight. Julie sees value in services and feels more comfortable with cost now that ESSER II allocation amount is known.

Board approves purchase of Charter Schools Capital Enrollment Marketing Services (Fee Schedule Option 1: \$15,000 Base Fee with \$750 Fee Per Enrollment Increase).

Motion: Bee	Second: Sierra				Vote: 4-0-0
Bee: Aye	Sierra: Aye	Charles: Aye	Matt: Aye		4 - 0

IV. Adjournment - Meeting was adjourned at: 6:18 pm

Motion: Sierra	Second: Matt				Vote: 4-0-0
Sierra: Aye	Matt: Aye	Charles: Aye	Bee: Aye		4 - 0

CERTIFICATION OF POSTING NOTICE

The undersigned hereby certifies that a copy of the attached minutes were duly posted at the La Tierra Community School Office (124 N. Virginia St, Prescott, AZ 86301) and on the school’s website (latierracommunityschool.org) in accordance with the statement filed by the Governing Board of La Tierra Community School.

Office:

Dated this _____ day of _____, 20____ at _____ [time]

By _____ [name and title of person signing the certification]

Website:

Dated this 18 day of, 2021 by 5:00 pm (specific time of posting listed on web page).

By Sierra Wilson, Board President