



MINUTES of PUBLIC MEETING 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 3rd, 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, Bee Sena

Members Absent: Charles Mentken

Staff Present: Rhette Buller, Julie Jongsma

Guests Present: Kristy Aston (Aspire Business Consultants), Mike Robinson (Charter Schools Capital)

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

I. Opening Items

- A. Meeting called to order at 5:18 by Sierra Wilson

II. Action Items

- A. Enrollment Marketing:

Board, directors, and finance staff reviewed [Enrollment Marketing Services Proposal](#) with Mike Robinson from Charter Schools Capital.

Kristy (school accountant) and Mike participate in Q and A session for board and directors.

Directors feel the service would be timely and helpful to them but have concerns about cost and whether or not LT will have the budget for such an expense. Matt has similar views. Concerned over loss of students after 40th day next year and how that could effect the school's ability to pay for services. Sees value in the program and wants to support directors in this way if financially possible. Sierra views this as an investment in the service as well as professional development for the directors (directors will meet weekly with marketing team and LTCS will receive playbook as well as all promotional materials at end of contract). Bee has similar views and adds that this is an opportunity to engage in more strategic planning activities.

Sierra requests Kristy contact Aspire consultant (who is also an accountant for a school who uses this service) and follow up with board regarding financial feasibility of purchasing this service.

Matt would like to be sure we know the full cost (including cost of promotional materials) prior to making decision. Sierra will follow up with CSC and provide answer to board.

No decisions made at this meeting. Decision must be made in February so board will revisit at next meeting.

RELEVANT INFORMATION: Digital copies of proposal document can be obtained by clicking the live link in the digital copy of this document or by request at board@latierracommunityschool.org. Paper copies are available in the school office (located at 124 N. Virginia St, Prescott AZ) from 7:30 am to 3:00 pm Monday through Thursday.

III. Adjournment

Meeting adjourned at 6:46 pm

Motion: Sierra	Second: Bee				Vote: 3-0-0
Sierra: Aye	Matt: Aye	Bee: Aye			

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 8th day of January, 2021 by 5:00 pm [see website for specific time]

By Sierra Wilson, Governing Board President