



**HERITAGE COMMUNITY CHARTER SCHOOL
BOARD MEETING NOTICE & AGENDA**

Location: Caldwell Public Library Community Room (*Executive Session held at 1305 S. Kimball Ave.)

Time/Date: 5:00 PM, March 3, 2011

The vision of Heritage Community Charter School is to achieve:

- **H**igh Academic Achievement
- **C**ontinuous Love of Learning
- **C**ommunication that is Effective
- **S**afe and Respectful Environment

Mission: The Mission of Heritage Community Charter School is to create an atmosphere of mutual respect where students feel safe and are challenged to become their best selves as they develop a curiosity and love of learning that will continue throughout their lives and prepares them for post-secondary education, careers, and service in their communities as well educated leaders who desire to preserve a democratic society and who act with integrity and character.

5:00 PM –Welcome Board members

L McRae made a motion to move into executive session pursuant to Idaho Code Section 67-2345(1)(a) (CLOSED TO THE PUBLIC) consider hiring a public officer, employee, staff member or individual agent, wherein the respective qualities of individuals are to be evaluated in order to fill a particular vacancy or need.

Second:

Roll Call Vote:

EXECUTIVE SESSION ITEMS MAY BE DISCUSSED AND ACTED UPON, IF APPROPRIATE, IN OPEN SESSION

L McRae made a motion to come out of executive session; Jenny Mattravers Second - all

❖ 15 minute break

7:30 PM – WELCOME AND INTRODUCTIONS:

At 7:30, L McRae welcomed board members and members of the public to the HCCS board meeting. Chairman McRae led the Pledge of Allegiance; Chairman McRae asked members of the public to sign in if any intended to make a comment regarding any of the agenda items.

L McRae entertained a motion to approve the agenda – Jenny Mattravers, Bridger Fly Second - all

L McRae tabled the adoption of minutes from the previous month's board meeting

7:40 PM – BUSINESS ITEMS:

Discussion and Vote on Amended Founder Policy – Bridger Fly

B Fly presented the options for amending the Founder Policy:

Option 1 – Eliminate requirement to serve on a committee.

Option 2 – Award founder status for this lottery only or an additional requirement for a certain number of hours by August first for founder status. The volunteer hours would be extended from 20 to 80 hours to be completed by December. B Fly commented that currently they do not have a mechanism to track hours.

J Mattravers recommended Option 2 as is a safeguard for people who have worked hard and been committed to the school. She noted that the board should consider rewarding that hard work and long hours. With Option 1, she noted that almost anyone could step up and be included.

L McRae requested that the board consider a system to track the additional hours.

B Fly commented that the Board needs to make a decision prior to the upcoming lottery (March 18), and that at the board retreat they could finish the language.

H McRae noted that those parents who have not had the opportunity to earn founder status would have children put on a waiting list. If they were allowed to earn founder status then their child would receive preference.

C Ivie suggested the Board ask Tamara Baysinger's (Commission staff) advice on Founders Status. She commented that there may be any other charter school allows parents to earn founder status after the lottery and HCCS should review when the preference would be in effect (this year's lottery or next) with T Baysinger.

H McRae commented the Board needs to decide whether parents can earn founder status for next year.

L McRae asked for a motion to adopt Option 2 with new language after getting T Baysinger's advice. K Benjamin made a motion; J Mattravers - seconded; all.

B Fly made a motion to change the deadline for Founder's status from February 15 to March 5; – second – J Mattravers; all.

J Mattravers made a motion to increase volunteer hours from 20 to 80 by December of the coming school year; K Benjamin – seconded; all.

J Mattravers made a motion for participation in one active committee through December; K Benjamin second; all.

H McRae presented the proposed uniform policy.

B Fly made a motion to approve the uniform policy; E Navarro seconded; all

7:30 PM – REPORTS:

- ❖ Facility Update – L McRae (5 min)
The ground breaking ceremony was at 3:30 this afternoon. Pushing dirt should start next week.
- ❖ Enrollment Update – E Navarro (2 min)
Emmanuel reported enrollment of 483. C Davidson stated that she had 486 enrollments as of this a.m. C Davidson and L McRae both agreed the enrollment deadline should be extended due to the fact the website was down for a couple of days. E Navarro stated that the enrollment cap is 520. L McRae and C Davidson agreed.
- ❖ Budget Update – E Navarro (5 min)
E Navarro noted that HCCS needs to start spending budget dollars and will look at items in the charter start grant budget including a Student Information System and furniture.
- ❖ Nutrition Program – (K Benjamin) (5 min)
K Benjamin met with Anna Mae Florence and Mary Jo Marshall from the State Department of Education Child Nutrition program. He received a packet of information. The school has three basic options: 1) cook food from scratch in our kitchen, (2) cater from an outside vendor, or (3) cater through a school district. The SDE said the school needs to finalize our nutrition plan by the middle of May. K Benjamin encouraged the Board to look at the budget to make this determination. L McRae asked K Benjamin to bring recommendations to the next board meeting in order to finalize before May.
- ❖ 501(c)3 Status Update - B Fly (2 min)
No news.
- ❖ School Website Update - B Fly (2 min)
In progress.

- ❖ Recruiting and Hiring Process - J Mattravers (5 min)
Tabled.

8:00 PM – DISCUSSION ITEMS:

- ❖ Professional Development Contract – J Mattravers (5 min)
Tabled.

- ❖ Business Manager Job Description – Jenny Mattravers (5 min)

B Fairbanks provided the Board with a draft Business Manager job description so the school could post a position and start receiving applications.

B Fly made a motion to post the Business Manager job description on the website; E Navarro seconded; all.

- ❖ Marketing Plan – Holly Reynolds and Kari Loomis (5 min)

H Reynolds & K Loomis submitted a Marketing Plan to the Board. They both agreed that the most effective method of marketing is using word of mouth. They also mentioned targeting children's groups, karate, Girl Scouts, 4-H, where kids are involved. If not breaking any rules, they suggested using community partners like Idaho Rhythm or a Karate School and ask them to help market the school in exchange for allowing them to do presentations at assemblies. H Reynolds reported that Office Depot gives schools printing at cost pricing. They are able to produce a color tri-fold flyer for 26 cents for 500 flyers. It was again emphasized that mouth to mouth advertising along with a not so fancy flyer is probably more effective. Also business cards with the HCCS website at 2 cents each would be good to hand out along with a personal recommendation. They noted that having founders talk to people is more effective than a mass mailing.

L McRae agreed mouth to mouth is the best advertising method. He asked where we were in the marketing budget. E Navarro said the advertising budget is \$3,600 and all is spent. The Board would need to pull from somewhere else if the school has additional marketing expenses.

The Board noted that advertising is to increase student enrollment so we need to target the marketing only to target grades.

L McRae stated he would like to see 700 students to enroll with 1/3 on a waiting list. He believes HCCS should print larger volume of flyers and use in future years. He asked that another marketing source be researched for 1,000 – 2,000 flyers. In full color.

K Benjamin said that the flyers need to look professional but that flyers won't sell the school only our circle of influence will. The flyer is just a reminder. He suggested that the school could do a ¼ sheet with minimum cost.

L McRae asked for actual cost by next week for next board meeting.

K Benjamin recommended the Board identify which grade we need to promote enrollment.

C Davidson noted that HCCS doesn't need additional enrollment in kindergarten. The school does need more secondary students although currently there are 25 secondary students enrolled. Grades 8-12 need more kids. At this point, she noted that the school will conduct a full lottery for grades K-3 and grade 7 (and possibly additional grades depending on enrollment numbers).

H McRae commented that Ridgeview (Colorado) recommends that HCCS have a goal to have triple the enrollment for the slots available. She noted that parents may be applying to multiple charter schools so HCCS should make sure each grade is full.

E Navarro stated that there is \$320 left in the budget for printed material, although he doesn't have the current receipts. He is comfortable with spending \$300 – 500, and possibly spending less on a Student Information System.

B Fly made a motion to allow H McRae and K Loomis use \$300 - \$500 for marketing flyers; K Benjamin seconded; all.

H McRae mentioned they could use yard signs, have a booth at the Canyon County Fair, and pass out flyers at the Cinco de Mayo parade.

❖ First Review of Student Handbook/ Policies – (5 min)

H McRae handed out the Student Handbook so that Board members could review prior to a meeting to discuss and approve the handbook.

8:12 PM Motion to go into executive session pursuant to Idaho Code 67-2345(1)(a) (CLOSED TO THE PUBLIC): K Benjamin; Second: B Fly; J Mattravers – yes; E Navarro – yes; L McRae - yes

Closed Session to: (a) “consider hiring a public officer, employee, staff member or individual agent, wherein the respective qualities of individuals are to be evaluated in order to fill a particular vacancy or need”

Motion to come out of executive session: K Benjamin; Second: B Fly; all

Motion to hire C Ivie as the HCCS Principal – B Fly; Second – K Benjamin; all

Motion to Adjourn: J Mattravers; Second: B Fly; all

Meeting adjourned at: 8:45 pm