



Board Meeting Minutes

October 25, 2017 – 6:00 p.m.

Early College of Arvada

Board members present: Steve Burton, T.O. Owens, Absolom Herrera, Anthony Fontana, Brenda Snyder, Kelly Hupfeld, Fred Lewis

Guests present: Ryan Conrad, Faith Koltak, Sharon Diamond

The meeting was called to order at 6:05 p.m. Mr. Burton announced that Mr. Lewis had submitted his resignation, and the board thanked him for his service. Mr. Lewis has also made a generous donation to the school. Mr. Lewis wished the school well and departed.

Mr. Owens moved approval of the agenda, Ms. Snyder seconded the motion, and it passed unanimously. Mr. Fontana moved the approval of the minutes of the September board meeting, Ms. Snyder seconded, and the motion passed unanimously.

Mr. Owens delivered the treasurer's report. Due to lower than anticipated enrollments, we will likely see negative numbers in January and February. Cash flow will be covered by pulling from the TABOR fund.

Ms. Koltak discussed bids for replacement of the roof. Ms. Hupfeld moved to authorize Western Roofing as the contractor, subject to the recommendation of our consultant and final approval by Mr. Burton. Mr. Owens seconded the motion, which passed unanimously.

Ms. Koltak also discussed signage. Board members asked her to get quotes for illuminated signs, subject to the recommendations of our marketing consultant.

Ms. Hupfeld reported that the draft Unified Improvement Plan is due in December and the School Accountability Committee has been meeting to develop the plan.

Ms. Diamond reported on the middle school Homecoming Dance and the upcoming Winterfest. The parent-teacher conferences were successful, with 100% of volunteer spots filled through SignUp Genius in 48 hours. Board members and Mr. Conrad discussed the need to provide better supervision at dances, including the possibility of increasing outside lighting.

Mr. Owens raised concerns about student use of profanity and its potential effect on enrollment. Staff was asked to prepare a presentation on school culture and student behavior. Clarity about school culture will positively affect our ability to market the school.

Mr. Herrera reported that the Community Engagement Committee will present its plan at the next board meeting.



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ARVADA

Ms. Koltak reported that the STEM labs should be completed by December. Board members requested that we have an event for community members to celebrate the opening.

Ms. Snyder reported that Mr. Burton has agreed to stay on the board for another term and is willing to stay as board chair.

Ms. Snyder reported on progress in hiring a firm to help us develop and implement a marketing plan. Our RFP resulted in six proposals. Mr. Fontana will lead the effort to hire a firm, and Mr. Burton and Mr. Conrad will participate in interviews. Ms. Snyder and Ms. Hupfeld will contact references for finalists. A decision should be made by October 30. The firm can then assist us with the STEM labs event.

The board discussed targets for enrollment. Because we have a 25% attrition rate, we will need to enroll 211 new students by the start of the fall semester to reach our enrollment goal of 415. If our attrition rate does not decrease, we will always need to find about 132 new students each year.

Ms. Snyder moved to authorize the marketing committee, led by Mr. Fontana, to select a marketing firm and to expend up to \$50,000. Mr. Owens seconded the motion, and it passed unanimously.

Ms. Snyder reported on efforts to improve enrollment processes. She is working with Mr. Nusz and Ms. Garwood, and they will also work closely with the marketing firm.

The board discussed the need to change the dates for the next two board meetings so that they do not conflict with the weeks of Thanksgiving and Christmas. The November board meeting will be held on Tuesday, November 14, and the December board meeting will be held on Wednesday, December 13.

Ms. Hupfeld moved that the board enter into executive session to discuss personnel issues. Mr. Herrera seconded the motion, and it passed unanimously.

After the board exited executive session at 8:27, Mr. Owens moved to adjourn the board meeting. The motion was seconded by Ms. Snyder and unanimously approved.

*Board meetings are open to the public, including ECA staff, students, and families. Board meetings are usually held on the fourth Wednesday of the month; however, the next regular meeting of the Board of Directors will be on **November 14, 2017, at 6 p.m. at the Early College of Arvada**. To request that an item be placed on a future agenda, please contact Board Secretary Kelly Hupfeld at khupfeld@ecarvada.org.*