



## Lake Norman Charter Board Meeting Minutes

### Open Meeting Minutes

March 7, 2013

#### Meeting Called to Order by Bill Farber– 6:02 PM

**Board Governance** began at 6:02pm – in attendance for board governance: Bill Farber – Board Chair, Tricia Sisson – Secretary, Mike Manahan – Vice Chair, Jim Cuttino, Laurie Fabian, Shannon Stein - Managing Director

Short film reviewed by Ted “The Future of Learning”

Podcast: Navigating the Intersection of Governance and Management (podcast 5 of 12)

Note: Eddie Bethea joined for the podcast training

#### Open meeting began

Attending: Bill Farber – Board Chair, Mike Manahan – Vice Chair, Tricia Sisson – Secretary, Tom Ghareeb – Treasurer, Eddie Bethea, Laurie Fabian, Bonnie Newell, Jim Cuttino, Shannon Stein - Managing Director, Lawrence Sullivan – HS Principal, Michelle Harrison – MS Principal, Mike McAlpin– MS Vice Principal, Terri Costa – HS Vice Principal, Harrella Wedington – Director of Business Services, Scott Abel – Director of Facilities

#### I. Approval of Minutes

***Motion by Jim Cuttino, seconded by Eddie Bethea to approve February Open Meeting Minutes, motion passed***

#### II. Support organization update

a. PTO update – no one present to report

b. Athletic Update – Mr. Clark

i. Update on a successful Winter Season!

ii. Press Box completed – will be dedicated at Lacrosse game on March 12th

iii. Next board meeting of Athletic Boosters – define roles and make the organization sustaining for years to come

iv.

#### III. Managing Director’s report

a. Recognition:

i. Mrs. Courtney Mervine recognized Dottie Sloan for her portrait lesson and she received an honorable mention for her fashion project, as did Christine Adjangba for her work “Lost in Time”. Both were entries in the National Scholastic Art Awards. Christine was awarded a silver key award and her work will be on display in Mint Museum

ii. Ms. Harrison formally recognized Bob & Kerri Callahan for their very generous donation of \$5,000 designated to 10 teachers. Mrs. Mervine spoke about what the donation meant to her ability to say “yes”.

b. Shannon reported about the CMS story regarding security initiatives and spoke about the formal security procedure for the MS and HS. Shannon reported when

HS is complete there will be a single point of entry and a 'buzz in/buzz out'. Also looking to do a similar buzz in system with a single point of entry for the MS. Shannon also recognized the need to modify the lockdown button in the MS office. It was stated that there is a need to increase the cameras on campus and fire doors needed to be updated with wire glass. Initiatives will be explored over the summer as well as recommendations and funding needs. Bonnie asked about a larger window for the MS office. Shannon responded there were options they had reviewed and identified the most secure procedures for safety.

- c. Molestation Policy has been reviewed by Gil Middlebrooks. Policy was already approved subsequent to recommendations by counsel, board directed to review those changes.
- d. Synthia Lewis Lee, a parent, will be working with Mr. Abel to arrange volunteer summer help through Wells Fargo to move furniture and help with summer cleaning. The volunteers will be available on June 1<sup>st</sup>
- e. Last Tuesday Dr. Morrison, superintendent of CMS, came to visit LNCharter. Quick visit, brief tour of the MS. Students from the student empowerment group spoke to Dr. Morrison about projects and a plan to review diversity at LNCharter. Mr. Morrison and Ms. Stein spoke about partnership; the Gates foundation is interested in the public-charter-private coalition. Gates had a meeting with Dr. Morrison to discuss how the relationship would be cultivated. Ideas on professional development collaborations, transportation, and other types of collaboration around the US were discussed. Dialogue regarding partnership remains open.

#### **IV. PTO update**

- a. Next week, March 11-15<sup>th</sup>, is staff appreciation – lunches and breakfasts for staff on designated days
- b. Distribution drive of supplies to teachers will take place on Friday, March 15<sup>th</sup>
- c. Last PTO meeting of the year is April 15<sup>th</sup>

#### **V. Finance Update**

- a. Harrella reported
  - i. First preliminary allotment shows +\$150k at current ADM for next year (increase of 1.9%) Will get another report next month with more refined numbers and federal dollars.
  - ii. Technology pilot budget reviewed; \$57k of the allotted \$60k allocated and ordered. Two apple pilots going – MS and HS, two pilots with Microsoft. IT support to be funded from the tech consultant savings.

#### **VI. Old Business**

- a. Construction Committee Update.
  - i. Bill reported the weather has not cooperated with the construction of the HS final phase; it has delayed the project and we will be down to the wire for opening by start of school in the fall. Dan Watson is hopeful we

can get in. Shannon reported there is a solid plan B. Scott reported the trailers come out March 29<sup>th</sup>.

b. Strategic Planning Committees

- i. College Counseling – Laurie Fabian reported on the letter that just went out with new initiatives. College counseling fair on April 27 – register (limited to 300) but will be videotaped for those who cannot attend. Next month the committee will discuss surveys and long term goals based on survey results. Lawrence reported on the LNC roadmap to college planning and the calendar by year will be coming out shortly.
- ii. Cross cultural – Bonnie reported that the exchange students are coming, they will be spending time at LNC, Latta Plantation, and Davidson College. Bonnie stated they arrive March 18th, host families are set.
- iii. Technology Committee Update – Jim reported there are 5 mini-pilots that will take place shortly – 3 month timespan for each pilot to assess both curriculum and hardware. Came in under budget and all machines are on order. March 11<sup>th</sup> is the technology town hall meeting where plans will be announced and mandatory meeting for parents of students receiving devices. On March 19<sup>th</sup> students receiving devices will get them in their classroom, on March 20<sup>th</sup> parents and students will be required to sign out the devices and students will take them home. Continued work on strategic plan- met with teachers for four hours to discuss having devices in a single location for teachers to come in and have classes use them to identify their usefulness.

**VII. New Business**

a. Field Trip Approval

- i. Shannon reported on 8<sup>th</sup> grade Biltmore Trip request with slight date change (now Tuesday May 28<sup>th</sup>) and cost update.

b. ***Motion to approve all three hires by Tricia Sisson, seconded by Jim Cuttino, motion passed unanimously.***

c. Advancement Plan Discussion – Shannon reported on status of this part of the strategic plan and introduced Brian Boone.

- i. Brian reported the committee has met with stakeholder groups to get feedback on fundraising processes and efforts. Recommendations coming out of these sessions is for LNCharter to look at the larger picture vs. “this fundraiser to fund that specific need” as the overall need has changed. Now that the school is in a different place where the budget can absorb on its own. This would mean that all individual fundraisers will go away (butter braids, cookie dough, etc.) other than the services provided by boosters and PTO (links to Sally Foster and organizations like Target and HT). Instead there would be a cooperative fundraising event. Timing looks like February. All previous fundraisers yielded about \$50k, larger school fundraising initiatives secure upwards of \$200k. A cooperative fundraising effort would need a Director of Community

Relations and would be specific for the higher strategic needs of the school. Brian passed out a proposed job description of the Director of Community Relations. This person would be responsible for communications, partnerships, leads on strategic areas of focus, collaborating with Shannon on her communications, and engaging the community to demonstrate the value of the LNCharter brand. Brian stated this position would pay for itself. Fundraising would also need to focus on debt reduction of bonds. Paying down bonds would make monies available for other needs of the mission of the school.

1. Tom raised concerns regarding what some of the groups do for the audit; specifically, concessions. Brian stated that concessions and other group services would remain intact, like Athletic Booster services. Tom clarified that need in order to make everyone aware that these functions will not interfere with the bond requirements and audit process.
2. Shannon reiterated that Harrella has been engaged in this process and that these services cannot be run by the school (like lunch program). Shannon also stated that the surveys focused on parents not being nicked and dimed and getting families engaged.
3. Brian stated if approved, there is a need to redevelop the parent guide that starts with 5<sup>th</sup> grade parents, to speak to the volunteer needs of the school.
4. Harrella added that the large organizations have their own EIN's and own Audits. A larger fundraiser would be funds to go to school for larger initiatives. Shannon clarified that some funds would need to go to some of these organizations and more discussion needs to go into those needs.
5. Mike asked if we were to start this new effort at the beginning of next year, what is the quota – amount that needs to be brought in? Brian stated \$50k which was taken out. However much of that is operational and would come out of the budget. Shannon stated we should be able to do better than \$50k.
6. Bonnie asked when the director would be hired? Brian stated we should market for position after the position is approved and start date of July 1.
7. Brian stated that a large fundraiser will have a growth curve and include asks from community, corporations, and parents. The assumption is funds raised would likely be \$50k from corp. \$100k from parents and \$100k from large fundraiser to total around \$250k. The key is not raising money blindly but for specific strategic initiatives.

8. Shannon stated the Director of Community Relations is important to the plan for multiple reasons, 1. Brian's time with LNCharter coming to a close, 2. Build community relations and engage families, 3. Places to maximize like corporate relations & matching gifts.
9. Brian stated a fundraiser for Athletic Boosters raised \$10k, a client school he had raised \$12K in one year, the next year they raised \$120k by reframing the donation process. A Director of Community Relations with experience in fundraising would be able to guide us through the process.
10. Bonnie asked about the reporting structure; the Director of Community Relations would report to Shannon.
11. Eddie stated he conceptually liked the idea, but would like the expectation to be much higher than \$50k, and wanted to understand the budget implication of the salary requirement. Mike stated he was concerned that we don't limit the requirement to \$50k but was nervous about stating a specific number. Brian stated the rule of thumb for this role in an annual giving program is that for every \$1 raised, \$.75 would go to the cause and \$.25 to the expenses.
12. Eddie asked the expectation of the board tonight, Bill stated it was to approve the new position, Shannon stated the recommendation for the board was to approve the Director position. The need to do this now was to allow the new hire to review best practices with other schools and institutions Brian is associated with. Additionally the approval would tell the other groups to stop doing their auxiliary fund raisers.

**ii. Mike Manahan motioned to approve the position of Director of Community Relations, Laurie Fabian seconded the motion.**

- a. Discussion: Tom asked if we would approve a salary range. Shannon stated that is not *practice with other positions at the school, but that she would look at other schools and best practices. Shannon asked Brian what other schools average; Brian stated \$75k at the high end with a solid track record; \$40k to \$50k for others with experience. Eddie noted there are two initiatives here, hiring the position and changes to the other fundraising efforts, and asked if both had to happen, Brian explained it was necessary due to the duplication and the conflicts with larger efforts.*

**Bill ended discussion and called for a vote, Motion carried unanimously**

d. Policy Committee

- i. Co-Curricular Code Recommendation – Mr. Schlegel noted the changes with the handout in the board notes of moving from an athletic eligibility to a co-curricular eligibility policy. He noted all changes highlighted in the document:

1. Including clubs
2. New students
3. Changing attendance

***Motion by Jim Cuttino to approve the revised policy, Laurie seconded. Bill asked if a rule for the coaches was removed. Noted it was. Motion carried unanimously.***

LNC Technology Responsible Use Recommendation – Shannon noted the responsible use policy drafted in light of the pilots. Policy based on Mooresville and reworking. Gil has not reviewed.

***Jim motioned to approve pending Gil's feedback, Eddie seconded, motion carried unanimously***

- ii. Regular Policy Review Discussion – Eddie noted that on regular policy review when changes need to be made, policy changes should be made by committee and the board be made aware of the changes as long as there are no substantive / material changes to the policy. Board agreed that this process would make sense going forward.

***Motion to adjourn by Mike Manahan, seconded by Jim Cuttino, motion carried and meeting adjourned at 8:13 pm***

Minutes respectfully submitted by:  
Tricia Sisson, Board Secretary