

MINUTES

<u>FCLA Governing Board</u>	<u>7 am</u>	<u>8:30 am</u>
Type of Meeting	Start Time	Adjournment Time
<u>January 14th, 2019</u>	<u>Lightning Room</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions: Eric Riggers (non-profit budgeting consultant), Claudia Tischer (former FCLA student and potential board member), Renee Ulman, Mary Hansen, Lori Krueger, Patrick Lee, Julia Squier, Gregg Syring, Stephanie Lewandowski, Kim Willems

Eric's cash flow analysis (non-profit financial background) – discussed fixed vs variable sources and other permissible revenue streams; MyLC should be a fixed income expense, not variable; fee charged to students has to come back to students in consumables – no registration fee; is MyLC consumable?; utilize MyLC as a digital portfolio (digital consumption); Valley New School, KA and Montessori are other charter schools to get ideas from regarding outside funding as well as Renaissance and TESLA, which are half day; Mary will reach out to Nick at TESLA and Renee will talk to John at Renaissance; suggested to appeal to parents - letter to parents explaining financial situation to ask for support; board should set budget, not report out monthly – need to establish the process; we need to make sure students have what they need to learn – board responsibility; suggestion to send letter annually to parents requesting money for assistance at the beginning of the school year – structure letter – Kim willing to help; possible business sponsorship that is a direct fit with FCLA – appreciate leadership growth and development; distinguish between business advisory committee/program and our school – some wait for someone to approach them (moving community forward); articulate message – get Karen's advice; subcommittee to work on the development of a list to ask business sponsorship – continuing relationship (subcommittee to look at business, alum & parent letter – Kim, Mary, Stephanie to schedule meeting and brainstorm); Eric will develop framework for budget process - narrative form

- **Approval of December Minutes** – Mary motioned to approve minutes; Lori 2nd; passed unanimously
- **Marketing Plan for Future Students** –
 - Postcard mailing update (Jan) – 8th grade student mailing** – Kristie emailed an update that postcards will be sent on Monday (bulk mailings can take up to 3 weeks) – original had an issue with the bulk mailing postage; reprinted with new February shadow dates – Feb 7th (focus on North students and current FCLA students can bring an interested friend) and Feb 14th (open to outside students)
 - Current Junior marketing plan/strategy** – Facebook/social media advertising; reaching parochial/private schools – ask parents to share (targeting right audience) – Julia will follow up with Kristie about brochure specifics (brochure/flyer to students to be handed out during scheduling – student-friendly format); Kim has contact with teacher/parent at private school – she will inquire regarding best way to promote FCLA

FCLA Mission Statement:

Empowering students to find their passion through collaboration, innovation and exploration.

Explore Night & Charter School Fair feedback – positive; lots of traffic at Explore Night; early part of fair slower, picked up later

- **Cash Flow Update**
Current Cash Flow (Patrick) – Blick art supply order of \$1230.16; global foods costs \$478.82; \$346.41 for mailing; \$240.10 for bus expense; \$260 for sub pay; 2018/2019 AASD district funds per pupil was added: \$5407
- **Strategic Initiative** –
Bylaw Revisions/Board Planning (Kevin & Gregg) – need to address governing board executive positions – put on next month’s agenda; budget recommendations will drive committee formations/board objectives
- **Charter School Council Update/DPI update** (Patrick & Mary) – none
- **Adjournment**

Upcoming Events:

Board Meeting – Monday, February 11th, 2019 at 7 am in the Lightning Room

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5000 North Ballard Road, Appleton, WI 54913 • (920) 832-4300 • FAX (920) 832-4301