

MINUTES

<u>FCLA Governing Board Retreat</u>	<u>7 am</u>	<u>8:30 am</u>
Type of Meeting	Start Time	Adjournment Time
<u>Monday, September 12th</u>	<u>1080/google meet link</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

1. **Attendance/Introductions:** Patrick Lee, Kara Harbick, Gregg Syring, Julia Squier, Lori Krueger, Jean Pynenberg, Brian DeMuynck via phone
2. **Approval of August Minutes:** Gregg motioned to approve August minutes; no objections; minutes approved
3. **Monthly Reports/Action:**
 - a. **Enrollment Update – current update (Lori/Patrick);** 58 total; process was a little disorganized with new staffing – will be improving; 12 freshmen, 16 sophomores, 15 juniors, 15 seniors
 - b. **Cash Flow Update – School and 501c3 accounts (Patrick/Julia)** - carry over of E10 account is \$2817.16; receiving \$3519 based on per pupil for the 2022/2023 school year so total will be \$6336.16; bus expense coming up for Grignon Mansion; \$82.40 painting/supplies; 501C3 is at \$2264.35 with additional \$24.40 from AmazonSmile; up to \$900 to Kelly Camber for internship compensation (36 hours at \$25 per hour maximum) for 2021/2022 from the 501c3 account - motion by Gregg; 2nd by Kara; passed unanimously; Rachel has all the account info from Katie Steinke for \$500 scholarship and will pay school directly
 - c. **Community Connections Update (Jean)** – History Museum at the Castle volunteer – at Plamann now - coming to talk to students about their volunteer day; more opportunities in future; will reach out to parents again to request community/business connections they may have; Trout Museum has possibilities; process of determining senior capstone projects, so more specifics will develop
4. **Consulting with Nick Pretasky from Wisconsin Resource Center for Charter Schools (Gregg will provide summary)** – Kevin made connection with Nick – Julia, Kevin, Gregg and Kara met with Nick for approximately 1 hour; offers 3 additional hours; emphasized need to have consistent elevator speech/positive focus; students did create in foundations – Jean will share
 - small, nurturing, family environment

- diligent development
- hands-on leadership
- confidence, communication, creativity and accountability
- customize learning

5. **Marketing/Recruitment Plan by month**

- School visits – KA, Classical, Madison, Wilson, Einstein, Celebration, Mt. Olive;** Patrick is meeting with 7 school counselors – best way to reach students; Patrick will reach out to Celebration and Mt. Olive – Kara gave Patrick contact; freshmen group consists of 5 Ka, 2/3 private school, 1 Fox River Academy, 1 ABC; Patrick will schedule this week with the intent to meet in next 2 weeks; October time frame for students to visit
- Showcase Night – October 27th** booth during parent/teacher conferences 4-8:30 pm; Jean will confirm they will be held in person
- Chipotle Night – invite KA? (purchase t-shirts);** Homecoming FCLA fundraiser – Patrick planning to sell burgers, water, chips, chicken; Jean will survey students to see if there is interest in Chipotle Night; 12 t shirts plus staff with FCLA color logo stacked – discount with Stryker (Kathy Nelson)
- Facebook/Social Media plan/advertising – Kim’s recommendations/meet with Heather;** Julia will reach out to Heather with Kim’s recommendations; send all info directly to Heather for posting
- Kylie – video creation;** Julia will email Kylie and cc Jean regarding creating a new video
- Farmer’s Market with KA –** Julia will follow up for FCLA booth
- President letter to parents incorporating survey, dates, positive outlook;** important to incorporate Facebook friending and liking, as well as AmazonSmile
- North – improve our image, recruit;** Patrick will hang posters with shadow days
- Next district marketing meeting –** Thursday, October 20th at 4 pm in community room (AASD offices); August attendance was very low

- Adjourn:** Kara motioned to adjourn; Jean 2nd; passed unanimously