

## MINUTES

<u>FCLA Governing Board Retreat</u>	<u>7 am</u>	<u>7:45 am</u>
<b>Type of Meeting</b>	<b>Start Time</b>	<b>Adjournment Time</b>
<u>Monday, December 12th</u>	<u>1083/google meet link</u>	<u>Julia Squier</u>
<b>Date</b>	<b>Meeting Location</b>	<b>Recorded by</b>

1. **Attendance/Introductions:** Gregg Syring, Jean Pynenberg, Kevin Tubbs, Patrick Lee, Dave Christianson (son is freshman – Cash - voting onto the board at January meeting), Julia Squier, Kara Harbick (virtually)
2. **Approval of November Minutes:** Gregg motioned to approve November minutes: Jean 2<sup>nd</sup> motion; minutes approved unanimously
3. **Monthly Reports/Action:**
  - a. **Enrollment Update – current update (Lori/Patrick)** – Dec 15<sup>th</sup> has 5 shadows; one application confirmed with application live Dec 1; Jan 5<sup>th</sup> is added shadow date with middle school visits upcoming; 15 have completed interest form; 5 students leaving at Dec – one transportation, one West student, 3 siblings transferring to North (senior leaving to do welding coop); scheduling conflicts with 10 students during 5<sup>th</sup> hour – Patrick will make sure to address with Jillian, especially the band/choir conflict; Jean will ask staff to switch workshops 5 & 6 and seminars 7
  - b. **Cash Flow Update – School and 501c3 accounts (Patrick/Julia)** – FCLA was gifted \$1300 from AEF golf outing in July – will use to compensate teacher leaders for transcribing grades and internship coordination and for fieldtrip expenses for students – January agenda item will discuss more details regarding budget for those expenses; Patrick planning to do dance fundraiser in January to raise extra funds; 501c3 balance is at \$1536.45 with an AmazonSmile deposit of \$24.57
  - c. **Community Connections Update (Jean)** – Stitching history of the Holocaust with a unit including art, history and ELA credits; 10 students took fieldtrip to Milwaukee Art Museum – Renee secured funding and Appleton was invited back; creative writing - Art of Writing at the Milwaukee Museum; Pioneer Days thank you notes from elementary students – our students made impact

#### 4. Marketing/Recruitment Plan by month

- a. **School visits updates– KA, Einstein, Classical, Madison, Wilson, Celebration, Mt. Olive** – next week for KA during lunch hour and Einstein during class time; KA Night was attended by Julia and Patrick last week Tuesday – approximately 50 parents; Mount Olive and Celebration are scheduled for the end of the week
- b. **Postcard mailing update** – all 1200 sent; any return postcards?; went to current 8<sup>th</sup> graders in district; 2 students listed mailers as how they heard about FCLA on interest form
- c. **Showcase Night evaluation (at conferences)** – limited 8<sup>th</sup> grade students; it didn't draw many new people – conference focus; EXPLORE Night is Monday, Jan 9<sup>th</sup> at North from 5:45-7:30 pm; select students signed up to attend also
- d. **Chipotle Night** – approved at mall location from 4-8 pm for Wednesday, March 8, 2023; Jean will share Feeding American contact with Julia – will reach out regarding coordinating the event
- e. **Facebook/Social Media plan/advertising** – Heather is posting regularly
- f. **Kylie/Student Video** – posted on homepage; Jean will make sure Heather shares on Facebook
- g. **T-shirt order update** – Julia will order pens/stickers for upcoming events; 4imprint is unable to create online store for parents/students
- h. **Farmer's Market** – wait list for non-profits; Julia's contact with Appleton Downtown knows we are interested
- i. **North outreach** – Patrick's mentions FCLA on his show with Rodney and posters are still hanging promoting FCLA; we need to promote more in clubs and athletics
- j. **District marketing meeting** – Patrick shared meeting notes from November meeting – shared cost for mall booth would be around \$60; Charter School Fair Jan 7<sup>th</sup> from 10-noon at the City Center; next meeting is Thursday, Jan 19<sup>th</sup> at 4 pm (AASD Welcome Center)

#### 5. Adjourn: unanimous adjournment