

NOTE: This meeting is being agendized to allow Board Members, staff and the public to participate in the meeting via teleconference, pursuant to the Governor's Executive Order N-29-20 (March 17, 2020), available at the following [link](#).

## Development Committee Meeting Minutes

### January 11, 2021 4:30 pm

Teleconference Options to join:

**By PC:** [Click Here](#) or

**By Phone:** (US)+1 417-355-8382 **PIN:** 355 229 635#

Executive Order N-29-20 authorizes local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public. Members of the public are encouraged to observe and participate in the teleconference. Further instructions on how to electronically participate and submit your public comments can be found in the PUBLIC PARTICIPATION note at the end of this Agenda

#### I. CALL TO ORDER

#### II. ROLL CALL AND ESTABLISHMENT OF QUORUM

Committee Member	Present	Absent
Nancy Kong-Vasquez (Chair)	X	
Josh Corell	X	
Hope Gawlick	X	
Ashlee Patel	X	

#### III. CELEBRATIONS

HG - Child Celebration

JC - Celebrating Celebration, use of camera to celebrate and show people what they are worth

AP - Katie Novak/UDL, starting monthly 1 hr webinar, great conversation a about SBG and HS and how it can translate to a letter grade system

JE - NUSD Board Member Erika Harden - great addition, wonderful conversation

NKV - Christmas is down, Finals this week

#### IV. COMMITTEE UPDATES

Finance - Certificated Comp, Closed Session

Impact - Ongoing Social Justice/Equity work, seeking new members with different POVs



**V. PUBLIC COMMENTS:** This portion of the meeting is set aside for the audience to make comments or raise issues that are not specifically on the agenda. Comments are limited to three (3) minutes per person. Members of the public may speak on agenda items during the time when the item is addressed by the Board. This agenda item is included for the purpose of giving anyone in attendance an opportunity to ask questions or discuss non-agenda items with the Board of Directors. If visitors have a complaint about a specific employee of the school, they will be asked to submit an oral or written complaint to the employee's immediate supervisor as required by Board Policy #08-03 (Please note that the public portion of all meetings is recorded.)

No Public Comments

**VI. CONSENT AGENDA:** All matters listed under the Consent Agenda are to be considered routine and will be enacted by one motion followed by a roll call vote. There will be no separate discussion of these items unless the Board of Directors, audience, or staff request specific items to be removed from the Consent Agenda for separate action. Any items removed will be considered after the motion to approve the Consent Agenda.

A. Accept and approve minutes from the December 14, 2020 meeting

Motion:	<b>HG</b>	Action:	<b>Approve the minutes</b>	
Second:	<b>AP</b>	Vote:	<b>4-0</b>	
	<b>NKV</b>	<b>JC</b>	<b>HG</b>	<b>AP</b>
	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

**VII. DISCUSSION ITEMS**

1. WCHS Freshman Development Initiative Planning
  - [DC - WCS Freshman MOT Fundraising Initiative](#)
    - Overall Planning
      - Project Plan
        - Nancy
      - Financial Goals
        - HG to work with CBO to develop timeline for needing the funds
        - How do we roll over unused funds forward

\$10,000k budgeted as placeholder

  - Determine Milestones
    - Time or Achievement of Goals
    - Does the school calendar set this
      - 1st Tri - Introduce
      - 2nd Tri - Push for sponsors
      - 3rd Tri - Trip
      - Summer - Reflections
  - Recruit Initiative Team Members
    - Ongoing
  - Celebration and Recognition
  - Partners
    - Identify Partners
    - Compose Contact List



- Contact Management System
    - So we know when and how to communicate
    - JC - has a handle on current partners and those that are potentially partners to reach out to
    - NKV - Strong at Contact Management Systems
  - MarCom
    - Messaging
    - Determine Communication Channels
    - Social, website, email, calls
    - Communications Calendar
      - AP/JC to work on this
    - Inventory of Marketing Assets
      - Logo? White paper/1 pager info sheet? Presentation for organizations
      - JE - How this is mission aligned? Why this trip? Script to go along a quick 2 min Council video
    - Execute Communication Plan
2. Brainstorming discussion regarding "Spotlight Explorer Partner" selection process
  3. Discuss Explorer Partners Communications Timeline
- Timeline Repeat each after each 3 month period

Month 1	Month 2	Month 3
<b>Discuss and approve EP sliders</b>	<b>Discuss and approve EP Newsletter or Postcard</b>	<b>Disc and approve EP Blurb</b>

- EP Blurb: Team members will have a EP blurb written for discussion and approval one month in advance. Member will share with the office team to be shared out on Staff WW, and Parent WW for the second week of the month. Email directly to [mgruenholz@westlakecharter.com](mailto:mgruenholz@westlakecharter.com) by Tuesday at 8am.
- EP Slider Highlights: Team members will approve new EP to highlight one month early. One member will prepare the slides and share them with the office team for website updates.
- EP Newsletter & Postcard: Team member will have the EP Newsletter or Postcard written for approval to share and discuss one month in advance.
- Postcard or Newsletter depending on need; targeted outreach, content for the website
- Quarterly for Spotlights so there is time for exposure, opportunity to be celebrated, time to be seen

### VIII. FUTURE AGENDA ITEMS

- JC - Subcommittee support for capital fundraising campaign
  - Potential outreach to future 9th Grade Parents
- AP - New website, newsletter, postcard announcement

### IX. REFLECTIONS

- JC - Amount of work that gets done during and between meetings
- AP - Preparedness
- JE - Brainstorm to allow for assignments to get us to next steps
- HG - Letting us pick our tasks to fit our skill sets
- AW - Thanks HG for taking notes
- NKV - Thank you to the team to take on tasks and see them through to completion



## X. ADJOURNMENT AT 5:36 PM

### **PUBLIC PARTICIPATION INSTRUCTIONS:**

Based on guidance from the California Department of Public Health and the California Governor's Officer, in order to minimize the spread of the COVID 19 virus, please do the following:

You are strongly encouraged to observe the [live stream](#) of the Meeting by clicking the link or by phone at (US)+1 417-355-8382 **PIN:** 355 229 635#

If you choose not to observe the Meeting but wish to make a comment on a specific agenda item, please submit your comment via email by 5:00 p.m. on the day prior to the meeting. Please submit your comment to [admin@westlakecharter.com](mailto:admin@westlakecharter.com). Your comment will be placed into the record at the Meeting.

If you are watching/listening to the live stream of the Meeting and wish to make either a general public comment or to comment on a specific agenda item as it is being heard, you may submit your comment, limited to 250 words or less, to [admin@westlakecharter.com](mailto:admin@westlakecharter.com). Every effort will be made to read your comment into the record, but some comments may not be read due to time limitations. Comments received after an agenda item will be made part of the record if received prior to the end of the Meeting.