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Development Committee March Meeting Minutes

March 15, 2021 4:30 pm

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I. CALL TO ORDER AT 4:30 PM

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

JE - The first day back on campus. Was a great morning!

SK - Was a great day, seeing kids, parents and staff.

JC - Great report from kids about their first day. There's a bounce in his step we haven't seen in a long time. The magic of school.

AP - The resilience and flexibility of our students. Mr. Ro for getting the color stripes down over the Weekend. It worked perfectly. The kids were very confident about where they were going.

HG - Remodel is coming along. Proving to be convenient in some ways. All of the tweets today from the first day of school.

NKV - Sacramento is supposed to be in the red tier tomorrow which means our 6-8 kiddos will be able to be back on campus as well.



IV. COMMITTEE UPDATES

HG - None

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.)

JE - None received

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 January 11, 2021 meeting.

Motion:	AP	Action:	Motion to accept and approve	
Second:	JC	Vote:	Unanimous	
NKV	JC	HG	AP	
Y	Y	Y	Y	

VII. DISCUSSION ITEMS

A. Discuss new website, newsletter, and postcard announcement, including initial discussion on process to update communications and Partners website

NKV - Ashlee working with Steve to determine what the process could look like.

AP - We need to submit additions on a support ticket. Working on a white paper on the what's and the how's. Don't want to rely on one person, with the support ticket there are multiple people who could see it and update. The white paper is intended to be a procedures document. Can do it for the Explorer Partners site and Steve can review for accuracy as to what happens on the back end.

Bring back for approval at the April meeting.



B. Discuss fundraising deliverables

NKV - In January a spreadsheet was created that tagged team deliverables and strategic targeting be committee members.

AP - Donation amount doesn't match what committee is working for. Should we change it?

JC - Thought it was a placeholder so we could launch and revise later?

NKV - Maybe not include a specific number? Committee needs to decide. Can we roll over anything above and beyond actual expenses?

AP - Can it be removed?

JE - The site is template driven to include an amount, we can ask Daniel.

NKV - Is all fundraising activity by this committee for that one initiative? Do we give them a choice of where the money goes? Shade structure? Museum of Tolerance?

JE - Leave it that the committee is fundraising for one thing and focused on that.

HG - Committee can have a plan but shouldn't pigeon hole.

NKV - The message is that it's a fundraising campaign for the 9th grade trip.

HG - Have to be careful not to earmark but let the back office handle it.

NKV - Does that affect messaging? We've been talking about it for 9th grade but do we need to change it to be planned for going forward?

HG - Fundraising to offset a cost the school is budgeting for. We should never guarantee any donation unless it is something truly specific like a building.

JE - We've identify a mission aligned goal and run with that for board approval and not get into the weeds at this point. We can adjust as we go if we find ourselves with too much money. We want to start picking up the phone and saying "Would you like to sponsor a student from the most diverse zip code in the nation to a global council to talk about equity and tolerance?"

NKV - Asks for milestones for deliverables?

HG - Set them based on when the project happens. We would set them.

NKV - Financial goal is 37K breaking it down into increments that can be presented to prospective donors.

HG - Really rough estimates, have to check with Emily but \$275 per student was the last conversation.

SK - Finalizing with hotels and Museum of Tolerance

JE - Will be in that ballpark.

AP - Would it be beneficial to make it \$295. Amount would be publicly communicated and not much more. Would cover any unintended price changes.

JE - Possible pitch language - "For \$295 you can sponsor an Explorer. For the first time in our school's 15 year history we have 9th graders and we want to expose them to something incredibly special and meaningful for them. No 9th graders that we know of go on a trip to Southern California to the Museum of Tolerance from the most diverse zip code in the nation. We want to bring them to this global initiative where they get to sit on this global council and get to discuss equity and diversity in a way that they are going to be able to. Now we'd love for you to sponsor one of our Explorers, we're asking for \$295 per Explorer." We will ask families to sponsor their own child but also ask our Explorer Partners as well.

HG - Thinking about families who might ask why we don't fundraise for other expensive trips.

JE - The messaging is the same. We are asking for donations, if you can't don't worry about it, we have budgeted it as a school. The Development Committee is looking to help offset it as an Expansion of our K-8 program.

NKV - JE & HG to work on the messaging. JC - to help identify the partners and prospective donors.

JC - Created campaign folder from the database. Hid donors who he thought wouldn't be able to donate. Carved out strong potential donors. Added in local resources and briefed the committee on the additions.

JE - Trip is tentatively scheduled for Spring of 2022, can't schedule until MOT is reopened.

NKV - Will take JC's info and create a contact database for tracking purposes.



JE & HG messaging, possible video including kids that could be used as part of a presentation to donors. Bring back in April. Include Ashlee for website and social media.

JC - Can we get something from MOT that we can incorporate into presentations at some point as well?

AP - Do we have a list of 9th graders so we know who to target for the video?

JE - Will bring back a full marketing package, one pager, slides, social media. Once all of that is approved by the committee, JE will make the video.

JE & HG - will work on marketing materials

AP - will work on social media components

AP - Comms calendar, 3 touches before spring

SK - Make changes on Explorer Partners page

C. Discuss potential subcommittee support for capital campaign

NKV - Feels that workload is manageable for the current campaign but at some point committee may need to expand to include community members. If committee members have any recommendations for potential new members please let Nancy know.

VIII.. FUTURE AGENDA ITEMS

Fundraising pitch from JE & HG

Comms plan from AP

JC - Continued donor list expansion

NKV - Access database for donor tracking

Action on procedures documentation

IX. REFLECTIONS

AP - Excited to make continued progress.

JE - Reopening school took a years worth of work. This committee has spent a good amount of time laying the groundwork. This team is ready to dive in to the next steps.

JC - Agree with both AP & JE. Excited to get going on the next steps.

SK - Agree, doesn't get to come to this meeting too often. Clear that the committee is ready, there's a financial goal, plan and defined purpose. It's exciting.

HG - Good to be able to push back and dialog with the committee.

AW - Proud to see us looking at taking the entire 9th grade. I don't know of many schools that invest in an entire grade level like that. But that we care enough about this experience for all of them speaks volumes about what we believe about our purpose and what we want for our kids.

NKV - Appreciates this committee for the foresight and discussions. Appreciates the strength of the team. Would like to add a slider for NUSD shot clinic.

HG - Pull the pic from Angelique's post and add those listed on it.

X. ADJOURNMENT AT 5:36 PM



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