



Sonoma Charter School

Special Governing Board Meeting Agenda

Monday, November 18, 2019

5:30 p.m. Closed Session -- Admin Conference Room

6:30 p.m. Open Session -- Classroom 8

Sonoma Charter School, 17202 Sonoma Highway, Sonoma

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5:30 p.m. CALL TO ORDER

Recess to Closed Session -- Board to consider and/or take action related to:

- **Governance Chair Transfer**
 - **2019-20 School Goals**
-

6:30 p.m. RECONVENE AND REPORT OUT

PUBLIC COMMENT: The Governing Board recognizes the value of public comment on educational issues and provides this time for members of the audience to address the Board on any school-related matter not on this agenda. The Board can take no action at this time. Each speaker is to limit comments to three-minutes.

AGENDA

I. FISCAL

A) 2019-20 Fundraising Efforts Discussion

B) 2020-21 Budget Development..... Discussion



Sonoma Charter School
Special Governing Board Meeting Minutes
Monday, October 21, 2019 • 6:00 p.m. • Room 8

Open Session:

Meeting called to order at 6:05 p.m.

Attendance:

Present: Greg Stubbs, Alex Wilkens, Lissa Turnbull, Rob Church, Elizabeth Link and Marc Elin, Director

Absent: Barbara Brooks

Public Present:

Tara Conover, Rachel Cisneros, Cameron Morris, Brandy Church, Kimmy Peterson, Katie Giller, Julie Calhoun

Public Comment:

None

AGENDA ITEMS

I. GOVERNANCE

A) APPROVAL OF MINUTES -- SEPTEMBER 30, 2019 GOVERNING BOARD MEETINGAction

Greg Stubbs: I motion to approve the minutes from the September 30, 2019 Board Meeting.

Lissa Turnbull: I second.

Board Members: *All approved Minutes from September 16, 2019 Board Meeting.*

II. FISCAL

A) RESOLUTION TO CLOSE FIELD TRIP BANK ACCOUNT (EXHIBIT 1).....Action

Roll-call Vote:

Greg StubbsAye

Alex WilkensAye

Lissa Turnbull.....Aye

Rob ChurchAye

Elizabeth LinkAye

Barbara Brooks.....(*absent*)

B) BUDGET REVIEW AND FUNDRAISINGDiscussion

Marc Elin Review of Closed Session discussion, highlights shared with public -- highest expense for the school is Special Education services and personnel, including support positions (Teaching Assistants, Student Advisors, Community Liaison)

Gregg Stubbs If enrollment stays down then the value stays down, SVUSD predicts 8% decrease in enrollment by 2025, SCS is down by 9%, we had hoped to improve test scores with new programs, make us a magnet school, but we are a declining Valley, not predicted that we would pick up our enrollment (20 additional student would generate approximately \$225k in revenue). We need to talk about brainstorming ideas for funds, how to sell it, targeting amounts, parents don't know where their money is going (PTO or "the school"). We now have a "donate" button on the school website.

Marc Elin The donate button is now on the website through PayPal -- donate once or donate monthly. We need to create a campaign targeting what matters most to parents.

Rob Church There is no better time to advertise to donate, put on website, Parent Square.

Brandy Church Put it out there, we need to concentrate on this right now. Teachers need to advocate.

Julie Calhoun I have done fundraising before for the school and it was consistent and all of the time, drilling it down and even still people didn't know what we were raising money for, we need to define it, say that we need money. It was not PTO but it was parent driven.

Brandy Church This has not been done for a long time, we can't reach out to the district, we have to work as a community, it's going to feel really uncomfortable, parents some may turn away but others will embrace it.

Julie Calhoun We should reach out to old video from a previous parent that show why we started the school, how it started and why we need to give.

Kimmy Peterson As a new parent to the school, I am eager but I don't know the financial program, I have no idea where the money is going, I want to know where the money is going, email was so much easier with the donating for the Jag-A-Thon.

Gregg Stubbs So you mean an email campaign?

Kimmy Peterson An email, media campaign.

Brandy Church It has to be ongoing, people will see it as important but they want to know what is up and coming for the school. We need to demonstrate and express what we are fighting for.

Katie Giller I don't think people know there is a deficit.

Kimmy Peterson I had no idea until I was told by others that there was a deficit. If you put this out on Parent Square then you would have to stop all of the other information going out otherwise it will get lost.

Rob Church Newer parents are more likely to read the school communications.

Cameron Morris Print things out, use Parent Square, use different ways to market it.

Kimmy Peterson Do we do matching with parents who own businesses in town?

Gregg Stubbs That is a population that usually donates, but we have not had an ongoing matching with local businesses.

Brandy Church Alumni families are reaching out to donate and give back to SCS via Instagram, Facebook etc. It has to be everywhere.

Marc Elin We need people, we need to mobilize this.

Brandy Church People don't know who the board members are, they need to warm up to you and trust you, know that you are there.

Alex Wilkens This budget is going to be year after year after year, if Special Ed keeps going up and up, we will need checks daily to be written, needs to be a bigger plan, fundraising is not going to cover the deficit. It is a bigger picture you have to focus on.

Kimmy Peterson Do you have a grant writer?

Alex Wilkens No, we don't.

Katie Giller We are deficit spending for this year? (Yes). There has to be a 3 year reserve as a cushion, correct? (Yes)

Gregg Stubbs ARC reading program will have some costs.

Julie Calhoun The 6th grade class is low in count this year, we are missing 20 kids in the middle school, how can we build that small group of students, how can we make it for parents to want their kids to stay here.

Alex Wilkens Individualize attention, small classroom size.

Gregg Stubbs In a sense we are a private school in a public school.

Kimmy Peterson Do we have a TK program? (Yes)

Brandy Church We talked about that 20-20 campaign, start there, why are we not putting out that campaign as a taste to families, we are going to meet our \$10k goal for Jag-A-Thon and it was in less than a week. People want to give, why can't we just start with 20-20, it's not a ton of money but more people will donate, people want to give and especially when they know what they are after. The reality of this is this, and let people pick and choose what they want to give.

Gregg Stubbs What I am hearing is that we need to use all forms of media to get the word out, we need to be able to confront the parents as a group, a town hall, in the mail, what would be the message? What do we want to do? Town hall and electronic outreach? (Yes) What would be a good time for this?

Katie Giller The board had a town hall in the MPR and it was full and they put it out there and people voiced concern, but people gave.

Kimmy Peterson We can give it a positive spin, individualized education.

Gregg Stubbs Call it a Sonoma Charter Town Hall with the board.

Lissa Turnbull We need a catch phrase to get people here, offer childcare.

Julie Calhoun Have room parents reach out to each room of parents.

Gregg Stubbs We will make a plan and set a time limit. Town Hall proposed for Tuesday, November 12th 6pm-8pm.

Brandy Church Make a plan at the next meeting to plan for the Town Hall meeting.

Alex Wilkens Reach out to our community for their ways of helping, grant writing, corporate sponsors.

Meeting adjourned.

Respectfully submitted,
Tara Conover
October 21, 2019