

## MEETING MINUTES

**Name of Foundation:** Education Foundation Charter Board of Trustees

**Board Meeting:** Tuesday, September 22, 2020

**School(s):**

**PM Wells Charter Academy**

**Bellalago Academy**

*The minutes of Sunshine Law meetings need not be verbatim transcripts of the meeting. These minutes are a brief summary of the events of the meeting.*

<b>Date:</b>	<b>Start</b>	<b>End</b>	<b>Next Meeting:</b>	<b>Next time:</b>	<b>Prepared by:</b>
September 22, 2020	8:01am	9:05am	October 27, 2020	8am	R. Weaver
<b>Meeting Location:</b>					
<b>On-Site Location:</b> Virtual Meeting pursuant to Governor DeSantis Executive Order 20-69 dated March 20, 2020					
<b>Attended by:</b>					
<b>Charter Board Members:</b> Mike Steigerwald, Chair Veronica Malolos, Vice Chair Mark Grey, Treasurer Catherine (Kay) White, Trustee Dave Sklarek, Trustee			<b>Other Attendees:</b> Kerry Avery, Executive Director, Education Foundation Amber White, Ed Foundation Board Liason Rita Weaver, Senior Governing Board Manager Dr. Eddie Ruiz, State Director Lane Morris, Area Director Chris Kober, Regional Facility Manager Lisanne Morton, Finance Manager, CSUSA Angela Barner, Sr. Accountant, Osceola School District		
<b>Absent:</b> none					

### **CALL TO ORDER**

Pursuant to public notice, the meeting commenced at 8:01am with a Call to Order by Chairman Mike Steigerwald. Roll call was taken, and quorum established.

#### **I. ADMINISTRATIVE**

- The board reviewed the August 25, 2020 Charter Board of Trustees Meeting Minutes. Veronica Malolos asked that the spelling of her name be corrected.

**MOTION: Motion made by Mark Grey and seconded by Veronica Malolos to approve the August 25, 2020 Charter Board of Trustees Meeting Minutes, as edited. Motion was approved unanimously. (5-0)**

#### **II. BOARD UPDATES - CHAIR**

- There were no updates.

#### **III. EDUCATION FOUNDATION UPDATES**

- Amber White updated the board on the renewal application for PM Wells, which was shared with the Board. The Board discussed the renewal application and commended Mrs. White for a job well done with the renewal application. Kay White asked about the missing HR data in the document and if the district would accept the document without the information. Veronica Malolos asked about why there has been a delay in receiving the information, and requested a commitment of a turnaround time or an update within 48 hours. Rita Weaver update the board that she has not received it from HR as of yet but would follow up and get an update to Mrs.

White this week so that the application would be complete by the filing deadline of October 21, 2020.

**MOTION: Motion was made by Veronica Malolos and seconded by Kay White to approve the Renewal Application for PM Wells Charter Academy with the inclusion of the discussed missing items. Motion was approved unanimously.**

#### IV. SCHOOL REPORTS

##### Bellalago

- Angela Barner updated the board on enrollment. Ms. Barner informed the board that the district is monitoring enrollment and no changes will be made if any until after the October FTE, if any.

##### PM Wells

- Principal Alan Ramos updated the board on the re-opening of schools and the numbers of mobile and face to face students attending. Entering week 5 majority of students are attending remotely, approximately 65-70% of middle school are remote learning. In the Elementary portion of the school a little less remote learning. Our enrollment is around 740. We have lost a few students to Florida Virtual. Mr. Ramos feels that it is challenging for working parents having students at home and feels like we will see an increased number of face to face learners in the second quarter.

#### V. CSUSA REPORTS

- There were no other CSUSA Reports.

#### VI. OLD BUSINESS

- There was no old business.

#### VII. NEW BUSINESS

##### Leadership Evaluation Plan

##### Instructional Evaluation Plan

- Rita Weaver reviewed the CSUSA Leadership Evaluation Plan and the Instructional Evaluation Plan for PM Wells Charter Academy. Kay White asked if the evaluation plans correspond or compares to the school districts plan. Mr. Ramos said he felt it was fair and has similar components to the districts plan. Kay White asked if the information in the evaluation plan is helpful, Mr. Ramos stated that he felt that the company's evaluation has been very helpful. The Board reviewed and all questions were answered by Principal Ramos.

**MOTION: Motion was made by Kay White and seconded by Mark Grey to approve both the CSUSA Leadership Evaluation Plan and the CSUSA Instructional Plan, as presented. Motion was approved unanimously.**

##### Out of Field Waivers

- The Board reviewed the Out of Field and ESOL Waivers for PM Wells Charter Academy. Kay White asked how many teachers are on PM Wells Staff. Mr. Ramos stated 36 are on staff. Mr. Ramos stated that the biggest different is the reading endorsement that is required by the State of Florida.

**MOTION: Motion was made by Mark Grey and seconded by Kay White to approve both the Out of Field and ESOL Waivers for PM Wells Charter Academy, as presented. Motion was approved unanimously.**

Parent Facilitator Appointment

- The Board discussed the Parent Facilitator Appointment and Mrs. Weaver confirmed for the board that the current Parent Facilitator is Amber White.

**MOTION: Motion was made by Kay White and seconded by Dave Sklarek to appoint Amber White as the Parent Facilitator for PM Wells Charter Academy, as presented. Motion was approved unanimously.**

Marketing Update

- Samantha Martin, Marketing Manager for CSUSA North Florida, presented the 2021-2022 marketing plan to the board. PM Wells will continue to fuel enrollment through acquisition and retention. PM wells will build engagement and outreach through community partnerships, in addition to aligning the brand identity, redevelopment of marketing materials and basic marketing training for key staff members. Ms. Martin outlined all the categories that encompass the marketing plan. Ms. Kay White asked for the current marketing plan, stating that the document shows 2021-2022. Mrs. Weaver stated that the marketing plan presented is the current, long term marketing plan that covers FY21 and FY22, but that the budget presented was only for FY21. The board discussed who is responsible for certain aspects of the marketing plan and wanted to know if they will immediately begin to see these things taking place. Mr. Ramos stated that they have already started the marketing plan and referenced the feather flags, Ms. Martin's site visit, the schools presences on Twitter and Social Media and a fence project to show school pride. Mrs. Weaver reviewed the FY21 budget for marketing and included a breakdown of the marketing line item for the Board per their request at the August board meeting. The Board discussed renaming the Marketing plan to be consistent with the FY21 Budget allocation and call it the FY21 and FY22 marketing plan. Ms. Kerry Avery requested the actual marketing plan that was presented for FY20. Ms. Kay White requested an update to the FY21 plan on brand identity, the covid strategy and the remaining balance in the marketing budget be included for the Board at their January meeting. Mrs. Malolos asked that CSUSA bring one unique marketing strategy related to COVID to show how PM Wells Charter Academy is differentiating themselves from the surrounding schools.

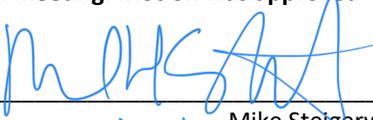
**Motion: Motion was made by Veronica Malolos to accept the current marketing plan with the addition of one as Covid related marketing strategy included in the plan, and motion was seconded by Mark Grey. Motion was approved unanimously.**

**VIII. PUBLIC COMMENTS**

- There were no Public Comments

**IX. ADJOURNMENT**

**MOTION: Motion was made by Veronica Malolos and seconded by Kay White to adjourn the September 22, 2020 Charter Board of Trustees for the Osceola Education Foundation meeting. Motion was approved unanimously.**

  
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Mike Steigerwald, Chair

Date: 4/7/21