

Taylor's Crossing Public Charter School

Special Meeting Minutes 02-28-2018

Those in attendance:

Superintendent Wendt, Financial Director Toop, HR Director Adelizzi, Board Clerk Sterzick

I. **CALL TO ORDER**

The meeting began at 6:00 p.m.

II. **ROLL CALL**

Board Chairman J. Taylor	Present
Board Vice-Chairman Cardon	Excused
Board Treasurer Capener	Present
Board Secretary Rice	Present (arrived at 6:55 p.m.)
Board Member Radford	Present
Board Member C. Taylor	Present
Board Member Montgomery	Present

III. **DISCUSSION ITEMS**

High School Marketing

HR Director Adelizzi gave a review of past marketing language, advertising rates and prices used in radio and newspaper ads, including the Spanish ads, and also gave the results of the advertising. Financial Director Toop created colored charts of exit surveys to discuss.

Superintendent Wendt talked on marketing the school emphasizing the quality of instruction and teachers, students knowing their peers, teachers, and the staff in the small school atmosphere. The safe physical and emotional environment, core classes, dual credit classes, leadership opportunities, athletics program, focus on the founding fathers, the constitution, character, and the Harbor teaching method.

Suggestions include TV and radio ads, the Paramount, Facebook (have parents and teachers, staff share posts), and Google.

Budget: \$4,000/\$5,000 (\$10,000 budgeted, \$2,000 or so spent)

MOTION: A motion was made by Board Secretary Rice to move into Executive Session to discuss an item covered by Idaho Code 74-206(1)(b). Board Treasurer Capener seconded the motion. Motion carried.

Roll Call to move into Executive Session:

Board Chairman J. Taylor	Yes
Board Vice-Chairman Cardon	Excused
Board Treasurer Capener	Yes

Board Secretary Rice	Yes
Board Member Radford	Yes
Board Member C. Taylor	Yes
Board Member Montgomery	Yes

IV. EXECUTIVE SESSION

Idaho Code 74-206(1)(b)

Personnel

Executive Session began at 7:55 p.m.

Roll Call:

Board Chairman J. Taylor	Present
Board Vice-Chairman Cardon	Excused
Board Treasurer Capener	Present
Board Secretary Rice	Present
Board Member Radford	Present
Board Member C. Taylor	Present
Board Member Montgomery	Present

MOTION: A motion was made by Board Member Montgomery to move out of Executive Session. Board Secretary Rice seconded the motion. Motion carried.

Executive Session ended at 8:08 p.m.

Board discussion: Erica questioned if the Board could please set forth in the policy how teacher contracts are written during the next Work meeting. The Board also discussed charter drift.

V. ADJOURNMENT

MOTION: A motion was made by Board Secretary Rice to adjourn the meeting. The motion was seconded by Board Member C. Taylor. Vote was unanimous. Motion carried. Meeting adjourned at 8:35 p.m.