



Salt Lake School for the Performing Arts Proposed Board Meeting Minutes

November 14, 2017

6:30 p.m. – 8:30 p.m.

at

Salt Lake School for the Performing Arts (SLSPA)
2291 S. 2000 E., Salt Lake City, UT 84106

Board Members Present:

Vice Chair Rob Tudor
Board Treasurer Doug Keefe
Director Ron Litteral
Vice Principal Jason Hansen
PTO Member Heidi Siegel

Faculty Member Katelin Knight
SBO Member Caden Tudor
Member Kit Anderton
Member Tim Porter HHS Representative

Board Members Not Present:

Board Chair Robin Hough
Board Secretary Kerrie Toner
Member Devi Fournier

Member Kristi Swett
Member Sue Ann Bodily
Member John Craigle

Executive Board and Staff Present:

Lincoln Fillmore, Charter Solutions

Others Present:

Vikki Kilminster ó Parent
Mindy Relyea ó Development and
Marketing Committee President

Materials Presented:

- Monthly Scoreboard
- Finance & Accounting Report
- Charter Solutions Training Documents
- Board Meeting Evaluation
- Marketing, Communications and PR Report
- Student Failing Report
- Board of Trustees Draft Calendar 2017-2018

Vice Chair Rob Tudor opened the Meeting at 6:35 p.m. and started recorder.

Introductions:

Vice Chair Rob Tudor announced attendees.

October meeting Minutes will be approved at the next meeting.

Lincoln Fillmore and Treasurer Doug Keefe present the Finance Report:

- Financials moving in line with revised budget.
- Received first bill from Highland High School (HHS). Expense fits revised budget.

SBO President Caden Tudor presents SBO Report:

- Student Council working on "Month of Giving Thanks" with a donation drive of clothing and personal items until December 8th. School will raise money by the pound of donations for the school.
- Preparing for Spirit Week.
- Winter Formal Dance December 16th.
- Music: Piano Recital November 28th.
- Theater: *Ordinary Days* closed last week. *Anatomy of Gray* this week. Auditions for *Chorus Line* starting December 18th.
- Dance: *A Tale of Christmas Giving* first week of December. *Nutcracker Ballet* December 9th.
- Building School Calendar.

Discussion of School Calendar and show attendance.

Member Heidi Seigel presented PTO Report:

- Working on concession stands.
- Working on Bowling fieldtrip for Special Ed classes on December 5th.
- ILP needs headphones and calculators.
- Raising money for school with a multiple use discount card.
- Three (3) new members that joined at RenFest. All positions are filled.
- Parents have contacted PTO regarding concerns of depressed/suicidal kids. Discussion of resources ó call centers, support centers, hotlines, counseling, support groups, guidelines, etc.

Member Katelin Knight presented Faculty Report:

- College Week next week.
- Tech ó working very hard for performances.
- P.E. ó kids will have the opportunity to use a real weight room.
- Dance ó November 30th fundraiser.
- Other Departments ó review of calendar.

Lincoln Fillmore presented Goal Setting materials and education. Board will work on goal setting at a future time.

Director Ron Litteral presented the Administrative Report:

- FMLA policy ó Due to school having less than 50 employees and do not fall under the district policy. School has a short-term policy in place. School needs to develop long term policy. Basic draft provided by Charter Solutions.

Treasurer Doug Keefe **motioned** to adopt an Employee Handbook supplied by Charter Solutions with FMLA provision. Member [REDACTED] seconded. None opposed. **Motion carried.**

- School Charter has been approved.
- School Lease has been approved for another two (2) years, with an automatic two (2) year renewal.
- SITLA Committee met in October:
 - Current plan states that SLCPA will take SITLA money to pay for Advisory classes and expenses.
 - Student failure measurements of students who failed one (1) class or more dropped 6% since implementation of Advisory classes.
- SLSPA now qualifies for Title 1 monies, acquiring an additional \$16,000 in funds.
 - SLSPA will use \$10,000 of the funds to pay for a "Packet Class" provided by HHS, securing 27 seats for students to complete credit recovery through packet work.
 - Remainder of funds (\$4,500/\$6,000) will be used to implement an "After School" program on M-W-F from 3:00-5:00p.m. for "at-risk (of failing)" students to focus on Math, Science, and English classes. Vice Principal Jason Hansen will head the class in the second ILP lab. A late bus to Trax will be provided so students can have busing if needed.
- Julliard representative was very impressed with SLSPA structure, teachers, and students, specifically the instruction. Representative mentioned that the students "didn't ask the right questions." Moving forward, SLSPA will focus more on coaching the students on their presentations with undergraduate and graduate programs in mind.

Mindy Relyea presented the Communication/Marketing/PR/Recruiting plan overview:

- In conjunction with Member John Craige a new logo has been finalized for SLSPA for branding for all items (letterhead, cards, etc.).
- John Craige is creating a large media library with professional photos of SLSPA kids and events to be stored by event and year on a shared drive to use in marketing and advertising.
- Mindy Relyea will be distributing media (photos, etc.) across the valley at businesses, coffee shops, libraries, etc.
- Advertising commercial (created by SLSPA media department head) that is presented at the Cinemark movie theaters, putting our school before a potential 20,000 visitors a day.
- Processes being implemented to "catch" and follow-up on leads from website, social media, and advertising efforts.
- Chair Robin Hough recruited two (2) interns from The Bennion Center to manage SLSPA social media and fulfill duties as a liaison with the local, Valley Behavioral and LGBTQ communities.
 - Starting new Instagram account and better utilizing the SLSPA official FaceBook page.

- Parent FaceBook page is a "private page" to be used for more direct messages with the parents (i.e. emergencies, safety, etc.).
- Promotion contest to "invite 3 friends to like page." Prizes will be small (i.e. movie tickets).
- Posting events as "events" on Facebook has increased traffic and attention.
- New YouTube account is being loaded with all media videos to create a large presence.
- MailChimp will be a main communication tool and will officially launch with the final logo.
- LGBTQ club being created and headed by Willow Amendola-Duncan, School Counselor.
- SpyHop club and collaboration being created and headed by Mindy Relyea.
- Recruiting goals reviewed.
- Two grants are being submitted.
- Created a full Development Committee with a fundraising goal of \$26,000 for the year.
- Will be focusing on and attending Charter School Recruiting Events.

Treasurer Doug Keefe **motioned** to provide the faculty/staff a Holiday bonus of \$300 after tax. [REDACTED] seconded. None opposed. **Motion carried.**

Board reviewed the proposed Board Calendar. Theatre Department Presentation to be added to December.

Director Litteral encourages all to attend the Grizzly game on Friday to support the Choir singing the National Anthem. Choir's goal is to sell 50 tickets to support their program.

Vice Chair Rob Tudor closed the meeting.