APPROVED

CASA ACADEMY

Minutes

Growth and strategic planning session

Date and Time
Saturday October 20, 2018 at 8:30 AM

Location
SOV Conference Room (Fishbowl), CASA Academy, 1500 W Maryland Ave. Phoenix, AZ 85015

CASA Academy Governing Board meetings will take place at the CASA Academy campus (1500 W Maryland Ave, Phoenix, AZ 85015). Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the front office of CASA Academy (1500 W Maryland Ave, Phoenix, AZ 85015), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Trustees Present
D. Brown (remote), D. Puente, E. Hunt, M. Campillo, M. Major, M. Tucker, T. Wee

Trustees Absent
P. McHonett

Trustees who left before the meeting adjourned
D. Brown

Ex Officio Members Present
T. Clayton Cundy

I. Opening Items

A. **Coffee and Snacks**

B. **Record Attendance and Guests**

C. **Call the Meeting to Order**

M. Tucker called a meeting of the board of trustees of CASA ACADEMY to order on Saturday Oct 20, 2018 at 8:57 AM.

D. Approve Minutes

E. Hunt made a motion to approve minutes from the Growth Committee Meeting on 09-06-18 Growth Committee Meeting on 09-06-18.
T. Wee seconded the motion.
The board **VOTED** unanimously to approve the motion.

Roll Call

T. Wee	Aye
M. Campillo	Aye
D. Brown	Aye
D. Puente	Aye
M. Tucker	Aye
P. McHonett	Absent
M. Major	Aye
E. Hunt	Aye

II. Growth and Vision

A. Review Growth and Vision of CASA

Discussions regarding growth plans. We want to become a Pre-k through 8th grade school.
Recently rolled out the long term vision to staff.
We think that having a welcoming building is important to attracting and maintaining scholars.
The purpose of today's meeting is to make sure we have a solid plan in place so that we grow intentionally and effectively.
Review staff long-term visions setting brainstorm notes.
Discussions regarding sub-committees.

B. Review of data and options for CASA

Discussions regarding SOV build out.
Review map of SOV campus and analyze square footage and external space.

C. Review Committees and Goals

Focus of today is the fundraising, growth, and facilities committees--creating vision statement, responsibilities, and plan for the committees.

D. Group discussion and meeting by committee

Break up into separate committees.

E. Break

Break.
D. Brown left.

F. Committee Objective, Goals and Milestones Presentation

Facilities Committee Discussion -
- Main goal: evaluate an determine CASA's short and long-term facility needs. Create metrics and guidelines that become the foundation for the decision making and planning process for the future growth of CASA. This includes real estate market research, bonding requirements, and lease versus buy decisions
- Short term goals: (1) list out possible facility needs over the next 1-3 years; (2) research short-term facility options based on the needs determined; (3) work with finance committee when reviewing facility options to minimize risk.
- Long term goals: (1) list out possible facility needs over the next 3-10 years; (2) research long-term facility options based on the needs determined; (3) work with finance committee when reviewing facility options to minimize risk (research bond and financing options); (4) evaluate new construction versus existing building.
- Milestones (focus on short term): initial research on bond process, get facilities' need requirements (prepare checklist with deal breakers); letter of intent.
- Facilities Meetings - 3rd Tuesday of each month at noon.

Fundraising / Marketing Committee Discussion -
- Main goals: (1) create marketing strategies to make CASA a household name for students, families, investors and other stakeholders; (2) create strategies to fund CASA's short-term and long-term financial cash flow needs.
- Objectives: (1) Annual Event, (2) Growth Funds, Grants and Bonds, (3) Marketing Strategies for recruitment
- Marketing Goals: (1) Social Media presence, (2) developing the brand , (3) SEO / Google Ad words, etc., (3) marketing to investors and commercial partnerships.
- Milestone: Weekly annual event meetings; reach outside the Board to create a marketing committee with people with marketing expertise.

III. Summary of Strategic Meeting

A. Discuss overall summary of strategic meeting

Discussions regarding letter of intent.

IV. Closing Items

A. Adjourn Meeting

M. Major made a motion to adjourn the meeting.
E. Hunt seconded the motion.

The board **VOTED** unanimously to approve the motion.

Roll Call

M. Campillo	Aye
T. Wee	Aye
M. Tucker	Aye
P. McHonett	Absent
D. Brown	Absent
M. Major	Aye
D. Puente	Aye
E. Hunt	Aye

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:37 PM.

Respectfully Submitted,
M. Tucker