



Parker Performing Arts School

Minutes

January Board Working Meeting

Date and Time

Tuesday January 28, 2020 at 6:00 PM

Location

Parker Performing Arts School Room 202

Directors Present

C. McMahan (E, #6), D. Chapman (A, #5), J. Jerome (A, #2), K. Wagner-Grull (E, #7), L. Money (A, #3), S. Wiggin

Directors Absent

None

Guests Present

J. Burgess, Jason Guerreo

I. Opening Items**A. Record Attendance****B. Call the Meeting to Order**

S. Wiggin called a meeting of the board of directors of Parker Performing Arts School to order on Tuesday Jan 28, 2020 at 6:01 PM.

C. Read PPA Vision and Mission

Reviewed Vision and Mission

D. Marketing committee update

Updates:

- * Working with professional baseball team St. Martin for possible support and strategy
- * Facebook campaign running currently to attempt to boost enrollment opportunities
- * Take a peek behind the curtain event occurring in March/April
- * Next meeting is February 10th and turn into a documented plan
- * Intent to return campaign will kick off as well

II. Other Business

A. Ownership updates

Future proposal anticipated for possible refinance options.

B. Refinance Options

See Above

C. Update on Metro District "Fee"

See Above

III. 6 Month Strategic Plan Check-In

A. Updates from 6 Month Strategic Plan

- 1) Board Recruitment Goal- Flyers to be provided to parents in Thursday Folders, Agenda topic for next meeting.
- 2) Survey to our Communities (Parent and Staff)- PCA working and sending out in February
- 3) Jenn's review timelines- Chris working on
- 4) Communication
 - a) Board Calendar- We will use the one Lauren created and will publish in Google
 - b) Communicating to parent community- Agenda for next meeting, consider the following resources to see if valid/needed/benefit.
 - * Parent Square: <https://www.parentsquare.com/about/>
 - * Remind.Com <https://www.remind.com/>
 - *EduBlog: <https://www.theedublogger.com/newsletters/>
- 5) Board Visibility

- a)Board Tours- Sean Working
- b)Board Visit Day- Sean Working
- 6) School Growth- See updates from Marketing committee work and Facebook campaign
- a) Development Committee- Kelly Working, asking for board mentors from Jason G.'s contacts
- b) Grant writing- TBD
- c) Marketing Committee- See previous Marketing Notes
- 7) Misc.
- a)Charter Renewal- Begins in April

IV. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:33 PM.

Respectfully Submitted,

S. Wiggin

S. Wiggin made a motion to Adjourn.

C. McMahan (E, #6) seconded the motion.

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

Documents used during the meeting

None