APPROVED

Arco Iris Spanish Immersion School

Minutes

Strategic Planning Work Session & Board Meeting

Date and Time
Wednesday October 5, 2022 at 6:00 PM

Location

Join Zoom Meeting
https://us02web.zoom.us/j/5177668356?pwd=am5zY2tiRW00a3FKeHR4MWczK1FXZz09
Meeting ID: 517 766 8356
Passcode: 100427
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Directors Present
C. Billings (remote), C. Staudenraus (remote), E. Hatch (remote), J. Guerra (remote), S. Zephirin (remote), Y. Jones (remote)

Directors Absent
None

Ex Officio Members Present
C. Brodniak (remote), M. Ston (remote)

Guests Present
P. Murphy (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

C. Billings called a meeting of the board of directors of Arco Iris Spanish Immersion School to order on Wednesday Oct 5, 2022 at 6:04 PM.

II. Governance

A. Strategic Planning

Michelle and Chris reviewed draft of strategic plan document, including goal statements and action items for each pillar. Board provided feedback.

Christa presented information on marketing company options, to help support our goals around financial stability. Board discussed the importance of having a specific marketing budget to help grow and maintain enrollment, as our waitlist numbers have decreased significantly since Covid. Board also discussed drawbacks to the cost of using a marketing service.

S. Zephirin made a motion to authorize a contract to work with Charter School Capital on marketing plan, Tier option number one.
J. Guerra seconded the motion.
The board **VOTED** to approve the motion.

Roll Call

E. Hatch	Aye
S. Zephirin	Aye
J. Guerra	Aye
C. Staudenraus	No
C. Billings	Aye
Y. Jones	Aye

B. Executive Director Search

S. Zephirin made a motion to declare vacancy for 2023-2024 Executive Director & to engage the services of OSBA for the search as part of the guarantee from the Executive Director search conducted the previous year.
C. Staudenraus seconded the motion.
The board **VOTED** to approve the motion.

Roll Call

S. Zephirin	Aye
Y. Jones	Aye

Roll Call

J. Guerra	Aye
C. Billings	Aye
C. Staudenraus	Aye
E. Hatch	Aye

III. Closing Items

A. Adjourn Meeting

Action Items:
-Christa to connect Josh with PTO president
-Sarah to schedule Development Committee meeting for November (Sarah, Christa, Erin, Charity)
-Erin to send out recruitment message for parents to join the Development Committee.
-Move agenda item to next board meeting: Discuss summer board training information
-Ask Charter Capital if they can help create a visual of our 4 pillars. Charity also willing to help with this.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:17 PM.

Respectfully Submitted,
S. Zephirin