



GOVERNING BOARD MINUTES

City of Cape Coral Charter School Authority

Governing Board Regular Meeting

City Council Chambers
Tuesday, March 12, 2019 at 5:30p.m.

1. Call to Order

A meeting of the City of Cape Coral Charter School Authority Governing Board of Lee County, Florida, met on Tuesday, March 12, 2019 at City Council Chambers, Cape Coral FL 33990. Vice-Chairman Tami Traiger called the meeting to order at 5:33 p.m.

2. Moment of Silence

Chairman Michael Campbell

3. Pledge of Allegiance to the Flag of the United States of America

Chairman Campbell

4. Board Member Roll Call

Present: Michael Campbell (C) Tami Traiger (VC), Sam Fisher, Vanessa Metzger, Angela Ticich(Edu), Russell Winstead, Robert Miniaci. Absent Excused: Nelson

Also Present: Jacquelin Collins, Superintendent

MaryAnne Moniz, Business Manager

Danielle Jensen, Director of Procurement and Food Services

William Wolter, Interim Transportation Coordinator

Donnie Hopper, Principal, Oasis Middle

Kelly Weeks, Assistant Principal, Christa McAuliffe Elementary

Mack Mitchell, Director of Athletic Operations

Dolores Menendez, City Attorney

Mark Moriarty, Assistant City Attorney, City of Cape Coral

Chris Spiro, Owner, Spiro & Associates

Don Gross, Media Director, Spiro & Associates
Heath Sterk, Educator, Oasis Middle School
Carrei Abes, Educator, Christa McAuliffe Elementary
Claudia Ramirez, Graduate Student, Florida Gulf Coast University
Guido Minaya, resident
Kristifer Jakson, resident
Officer Hailey Tucker, CCPD Detail

5. Approval of Previous Minutes

Motion made by Member Fisher, Second by Member Winstead to approve the Minutes of the February 12,2019 Regular Governing Board meeting.

6. Approval of Regular Meeting Agenda

Motion made by Member Fisher, Second by Member Traiger to approve the amended Agenda for the City of Cape Coral Charter School Authority Regular Governing Board Meeting on March 12, 2019 to include:

ADD:

Item 14C NEW BUSINESS: Discussion of the Importance of Governing Board member attendance.

7. Public Comment

7A. NO PUBLIC COMMENT

8. Consent Agenda

Motion made by Member Fisher, Second by Member Ticich to approve Consent Items 8A-C. Unanimous; Motion Carried

8A: *Approved* Charter School Authority Personnel Movements - Superintendent Collins

8B: *Approved* Cambridge Assessment Invoice-Danielle Jensen, Director Procurement

8C: *Approved* School Lunch Price Increase - Danielle Jensen, Director Food Services

9. Superintendent Report

Superintendent Collins: After you listen to the Spiro powerpoint presentation the next step we need to do is develop a committee to prioritize what needs to be done first, and how so we can ultimately increase enrollment and offset funding. The purpose of their presentation is to just share information with you, and keep you in the loop as to what we are doing. This is not a motion for vote.

Spiro & Associates Marketing Campaign Presentation - Chris Spiro, Owner, and Don Gross, Media Director. The number one priority/task of the Strategic Planning committee members was to engage in an active and aggressive marketing plan for the school system to accomplish the following:

1. Unify the four schools into one brand with a single logo. For example: "A Member of the Oasis Charter School Family of Schools."
2. Brand Recognition based on accomplishments, etc. For example: OHS grad rate is 99%.
3. Increase Enrollment through communications activities. For example: Specific targeting of the high school.

Further Explanation

Member Traiger: I'm all for branding and brand recognition but when you talk about how we are funding this campaign and I think about dollars coming out of the classroom, I just want to make sure that those dollars are directly related and that we can tie marketing dollars to increased enrollment and real results, etc. *Further Comment*

Member Campbell: Mr Miniaci has agreed to represent the Board during the marketing campaign process. Since he has volunteered no vote is necessary.

10. Chairman Report

Reminder Budget Workshop #1 has been postponed from March 28th and has been moved to Tuesday, April 11, 2019 at 8:00 a.m. at the Nicholas Annex, Green Room. Attendance is very important and we are asking everyone to be there. Please RSVP the Board Secretary and I can't stress enough we need everyone there.

New Board members will be appointed by the City Council on the 18th and join us by the next meeting on April 9th, so we will have a new board to welcome and organize.

Thank you to out-going members Fisher and Winstead whom it has been a pleasure to serve with. The Board will say a proper farewell with pictures after the meeting so that we can keep things moving for now. Again, Thank you for your service.

11. **Foundation Report**

Gary Cerny, Foundation President could not make the meeting but asked Superintendent Collins to provide the following report on his behalf.

“The Rally on the Green” was a huge success and we plan to return next year. Overall it was a great event and next year we anticipate doubling the number of golfers and attendees.

Further Comment

Oasis High School Senior Scholarship applications are due March 27th. The Foundation will be interviewing finalists on April 10th. Winners will be announced shortly.

The annual Lighthouse Awards are Friday, May 3rd at the Yacht Club and we are inviting everyone to attend and celebrate the educators of our amazing system.

Teacher classroom grants are still available. Please visit the Foundation’s website for more details and applications.

12. **Staff Comment**

Charter School Authority Athletic Facilities Program Development Update - Mack Mitchell, Director of Athletic Operations

Mitchell first gave an autobiographical introduction to the Board.

Mitchel reiterated that the Charter School Authority has a built-in K-12 athletic feeder-system that we need to take advantage of, as well as meet the needs of existing athletes by giving them a training and play facility that is updated and safe, as well as versatile enough to share with outside athletics, if necessary. Mitchell also emphasized it s a combination of academics and athletics that bring revenue into a system and he has complete confidence once the CSA develops a strong sports program, sustainability will follow. *Further Comment*

Member Ticich: I’m very excited for the future because my son is a big football fan and we plan to keep him in the system, so hopefully one day you will be there to coach him.

[Mitchell: I’d love to coach your son.]

13. **Unfinished Business**

Motion made by Member Winstead, Second by Member Fisher to accept the Letter of Intent to Renew the Superintendent’s Contract. Unanimous; Motion Carried

14. New Business

14A. *Motion made by Member Traiger, Second by Member Fisher to approve the Director of Transportation Job Description and Salary Range. Unanimous; Motion Carried*

14B. *Motion made by Member Traiger, Second by Member Metzger to approve the FY2018-2019 Budget Amendment No. 1 as presented by MaryAnne Moniz, Business Manager. Unanimous; Motion Carried*

Member Traiger: MaryAnne thank you for the presentation today. It summarized everything that you have done and that needs to be followed up and it was a very positive report. A job well done, thank you for all your hard work.

14C. Chairman Campbell emphasized to the Board Members the importance of regular attendance and communication with the Board Secretary especially if there is a personal schedule conflict that effects the board's ability to fully function, i.e., voting.

The Governing Board Master Calendar was reviewed.

15. Final Board Comment and Discussion

*Farewell Comments by Member Fisher: "Thoughts on the Charter School Authority Status and Future," [attached] In a nutshell I just wanted to recognize where we came from, where we are and what are we doing well, and where we are going. It boils down to stability and accountability. I will continue to be your cheerleader even though I'm no longer on the board. Remember it's important to ask questions - it's about and for the children. *Further Comment**

*Farewell Comments by Member Winstead: It has been my absolute pleasure to be part of the team and I have to admit we've seen a lot of challenges and growth over time and it's definitely been interesting. In the end I think we are on a better course than we could have ever imagined and we are now on an even more progressive course tht is going to be very good for the system. I am very proud to have been a part of this team and I'm glad we are where we are currently at and that I can see the direction we are heading. Thank You and all the best. *Further Comment**

16. Time and Date of Next Regular Meeting

The next Regular Governing Board Meeting will be held on Tuesday, April 9, 2019 at 5:30 p.m. in City Council Chambers.

The CSA Budget Workshop #1 scheduled for Thursday, March 28, 2019 has been postponed and moved to April 11, 2019.

The CSA Budget Workshop #1 will be held on Thursday, April 11, 2019 from 8:00 a.m. to 1:00 p.m. at City of Cape Coral - Nicholas Annex, Green Room A-200, 815 Nicholas Parkway, Cape Coral, FL 33990

17. Adjournment

The Governing Board adjourned at 7:18p.m.

Respectfully Submitted,

Kathleen Paul-Evans

Charter School Authority Board Secretary

Executive Assistant to the Superintendent

City of Cape Coral Charter School Authority

**BOARD
APPROVED**

APR 09 2019

**CITY OF CAPE CORAL
CHARTER SCHOOL AUTHORITY**


Secretary

Date of approval