



# Marco Island Charter Middle School

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*Where Children Learn to Succeed*

## **2/22/10 DRAFT MINUTES of SCHOOL BOARD MEETING**

### **AGENDA**

- I. Call to Order – Jennifer**
- II. Roll, Pledge of Allegiance**
- III. Approval of Agenda – Jennifer**
- IV. Approval of Minutes – Cathy**
- V. Budget – Jim**
- VI. Fundraisers - Jennifer**
  - a. Update on current fundraisers**
  - b. Any new fundraisers?**
- VII. Enrollment Packet and Open Enrollment Dates**
- VIII. Teacher on the School Board? - Jennifer**
- IX. Public Comment**
- X. Adjournment**

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Meeting began 6PM.

#### **All Board Members Present:**

- Bill Morris (Bill H),
- Jim Young (JY)
- Cathy Cleary (CC)
- Jennifer Tenney (JT)
- Bill Hollowski (Bill H)
- Norka Malberg (NM)
- Elizabeth Summers (ES)
- Lisa Meurgue (LM)
- George Abounader (GA)

#### **APPROVAL of AGENDA**

Motion by JT to move Charter High School presentation immediately after approval of minutes. JY second. Motion passed unanimously, agenda approved with changes.

#### **APPROVAL of MINUTES**

JT motioned to approve minutes with changes per GA. Bill M second. Minutes unanimously approved with changes.

#### **GUEST PRESENTATION – CHARTER HIGH SCHOOL INITIATIVE**

Jane Watt, President of Marco Island Discovery Center, opened by acknowledging Lely High School as a very good school. Lely offers a good education with lots of activities and opportunities for successful outcomes, and I was impressed with Ken Fairbanks, the principal. She went on to clarify The Marco Island Discovery Center doesn't have anything to do with Lely. It completes the choice for school close to home with less time spent commuting. Start time planned for 9 am. Less driving translates to increased safety. There are 120 volunteers, forty of which are actively divided into various committees such as curriculum and grant committees. Some volunteers have P.H.D's, some have a Masters in Education, and one is an attorney. Those working on the charter application are qualified.

Advantage – It will attract more families to the area and create more jobs. With Marco taxpayers contributing \$50 million per year to Collier County for education, more of that money will stay on the island without increasing taxes.

Efficiency – Shared resources with Lely, such as Marine Biology. We will be finding the best way to work together supporting each other.

Location: Partnership w/ YMCA to share land. Facility for future generations, focusing on what is best for the community, with increased opportunities for funding, and shared construction costs.

JT - Thanked Jane Watt, adding that individual board members can be supportive and offer advice, but as our board doesn't have a decision making role, we are neutral as an organization. How do you see us helping?

Incorporate what we can learn from MICMS into our program, so we don't repeat mistakes. When seeking grant writing, we would like to share and communicate with each organization, based on what makes most sense. We hope to check calendars, so we spread out fundraisers and work as a team.

Several board members asked a variety of questions to which Jane responded as outlined below:

Charter vs. Lely - Some prefer large schools over smaller schools. It is based on the individual and is up to the parents to decide. The purpose is to give parents a choice. They pick what is best for their child.

Size - The maximum amount of students will be 480. Ideally, 400 will allow for more personalized attention with similar demographics as MICMS.

Examples of success - We've been working with Cape Coral Charter High School, which is a Municipality Charter School. Their programming has been successful because they do work together, collaborating with other schools within the community.

This begins with curriculum so there is a progressive transition for students. Being familiar with the MICMS curriculum, we will match the approach with a slightly different style. The manner in which it is taught will be different, with a fluid transition. We are looking at Ivy League curriculum. Some of our volunteers have international finance experience with insight regarding the Ivy program. Now we need to be thinking globally.

Timeline - We plan on starting with all four grades for now. It is based on financing, but we will be flexible according to community needs. We don't want to be in portables any longer than necessary. August 2011 is the anticipated opening date. The application will be turned in beginning of August, and we will open the following year.

Jane Watt recognized the marketing team, Stephanie and Bruce Davis, and encouraged people to call at anytime welcoming input.

## **BUDGET**

GA – Reviewed budget figures. Fundraising is down, with 113,000 as target. The good news is the deficit is only \$3,969.00.

JT- It is our job to make budget.

The combination fundraiser, Boogie and Blues, is coming up, showing the poster designed by NM and produced at school.

We are still in good shape on the revenue side with 1,858,900+ expenses and 421K left over.

JY - Concern with having funds in Marco Community Bank, now Mutual of Omaha Bank.

JT. – we had made sure we were protected.

General checking with \$113,000.00 is secured until June. We'll probably be pulling that or moving to another bank. I think we are protected, having previously pulled 250K

Question regarding rating:

Since the FDIC had them take over, they should be rated fairly well.

BH - You may want to look at it how it's rated by the government. Look at rating on reserves, performance, etc.

**JT – come up w/ a plan at next meeting.**

## **FUNDRAISER IDEAS**

**Silent Auction:** ES said they could not get confirmation from Marco Museum, so we combined Silent Auction with Boogie and Blues.

**Boogie & Blues:** NM – Asked for help passing out fliers and order forms. Entertainment includes the Marco Island Strummers, the Jazz band, and teacher performances. Hoping to have people from community attend and participate. Morning rotary has booked a table. We are seeking a more diverse target.

Response to various questions as follows:

Chamber - We are on the Chamber calendar.

Auction items – still needed.

Additional Details - There will be 25 tables. Signs will be made for companies with reserved tables. An event program will be printed. The hope is to get everyone together on the dance floor.

**Carnival:** Bill H. – Cindy Love and I are working together on it. We met w/ Brian Milk and got a maybe. Concerns were discussed, and now Brian is considering it as a possibility. If we get the preliminary okay from Brian Milk, we will put together a proposal. It went from No to maybe. **Target first week of November. Capture seasonal visitors in addition to kids.**

**Cash Raffle:** JT –Submitted application for farmers market for the last weeks in March. We are hoping to sell tickets for Boogie and Blues in addition to cash raffle. Hope to get all tickets sold.

New idea, received as a mass email: **Recycling green-school fundraiser.** Traditionally collect old used cell phones. Money paid per phone. Value for each phone, they pay shipping & send you a check. Did not see any bad reviews, all were complimentary. I would like to run as an easy fundraiser. Just ask for used items such as jewelry, cell phones, ink jet cartridges, lap tops, ipods, cameras, etc... there is a whole range of electronics. Put receptacles in area businesses. Apply to be member, then print out labels. They pay up to \$300.00 per item.

Response to questions:

Cost - None.

Name - .www.greenschoolfundraiser.org

The Rotary does inkjet cartridges. Will check if TBE still recycles cell phones.

Public Comment – Bill McMullan said Brian Milk offered to waive the fees for a table at the Farmers Market.

NM – selling tickets at Publix.

CC – also get calendar from PTO posted, so everyone is aware of what's scheduled and can be supportive.

**JT will print out exact list of what the green school fundraiser wants.**

NM – student leadership group may want to get involved, because it's recycling.

It's a tax deductible donation.

**Banners:** LM – Lely and Seacrest have sponsor banners posted. The fencing along the drive into school has room for advertising banners. Lely charges \$800.00 per year for a metal sign. They put them in the stadium and fields during each sport. Metal signs are \$90 - \$100. St. Anne's charges \$40. More information to come later.

Additional input and questions from various board members: Explore possibly moving signs with sports programs, rotating from inside the gymnasium out to baseball field, graduation, band concerts etc. Have 1 – 3 year contracts for year round exposure. Earmark money for sports.

JT – Come up w/ criteria. Make them all uniform.

**GA to come up w/ a price list .**

Q: JY - Are we having baseball?

A: No JV or varsity. Other schools dropped programs, leaving us with no one to play. Started with 5. We hope to restart later. The economy must have affected other schools.

CC – Suggested implementing an intramurals program, helping some of the players from the two leagues (Cal Ripken and Gulf Coast Little League) come in for skill building drills. This would be a way to utilize our pitching machine, which is something all of the kids need more practice with. The closest batting cages are up in North Naples at King Richards.

GA – We won't be selling the equipment.

JY – Girls soccer may be running into the same problem. We ran into this with 6<sup>th</sup> grade boys soccer. Solution may be having more than one team. Leaving kids with a need we could fill. 14 kids were cut off JV basketball. If you had enough for 4 teams. You could run a program.

There are a lot of kids in soccer. We could push them off or take them on our own.

Roger Raymond, Athletic Director – another problem is compliance: of kids playing only one season. High school (regulations).

JY - Basketball / soccer > intramural type program for baseball could probably be good. Charge fees and make some money, give kids something to do.

Roger Raymond, Athletic Director - This was tried at the YMCA. No reason we couldn't do it at some level.

NM – When just a few are chosen, for those who don't get chosen, this could be positive.

JY – think about before moving forward.

BH. – It's too late for baseball. Soccer is right around corner.

Roger – Explained our conference has high schools. Eliminated JV teams of other private schools, because 5<sup>th</sup> grade students cannot compete against 6<sup>th</sup> graders.

Bill M – Develop programs to allow a broader spectrum of involvement.

Hesitate to get involved w. programming.

JY – give kids more options for the summer.

**Chili Cookoff/BBQ:** Bill M and JY

Bill M - If not rained out, potential for \$10K. Holds promise. Public notice meetings.

JY – Timing for February. April/March taken. This is probably a project for next year.

Bill M – Agendas set for year. We could run in summer, but it might be too hot. By combining together, joining efforts, are we giving up or gaining by having a bigger event.

Questions and feedback:

Entertainment - not sure yet.

Suggestions: dance performances for tap, country music, getting teachers and other people who have offered to donate time. Unless there is a headline band, some people on island are happy to help. Some parents are performers.

Comment: Observation as a small business owner. Seven requests came in just the first week of January. There must be 500 different fundraisers. How do we reach out to individuals who donate to organizations?

Examples of ways we've reached out: Project together; Island Country Club.

GA – Grant in already. Golf tournament is coming up.

JY – We get a lot of requests (at his business). We donate all the time.

Suggested tracking all fundraisers w/ calendar to avoid conflict.

Public Comment: Bill McMullan - Organizations will pick a benefactor. Suggestion to create a letter outlining needs for distributing to organizations. There are organizations looking for where to send support.

NM – we should make it clear why (we need the money). Be more specific regarding what our needs are - like our library. We can fundraise just for that. Three organizations were asking (me) why we need money. It is important to clearly state why.

JY – Liked the idea of having a form letter. Get dialogue

Vee Young (Volunteer Coordinator) – There are so many clubs. If we get in front of them and stated our needs, and ask, “Would you raise money for us this year?”

NM – Agreed, adding that's what was done with the Rotary. Efforts are under way to get in touch with the Women's club.

Bill H – will follow up on naming rights. Key points to consider:

Do you have a mission; campaign; positioning; who you are going after?

Qualify donors; Gave some contacts. Speaks to what we are using funds for; why we need it; what are our objectives; Different items will appeal to certain groups.

CC – Addressing Needs: This is an educational institution -- why don't we have (an operational) library? This is the 12<sup>th</sup> year for this school and students cannot check out books. Children aren't given time to go to the library, we should have it up and running and have access to books and resources in the Collier County Public Schools' inventory. I understand it is not that costly to participate, maybe a couple thousand dollars (+/-).

LM – In the beginning with having kids in portables it was more logistics.

GA – usually teachers bring kids in. When we moved into the new building the books weren't catalogued correctly. Thanks to volunteers (this year) they are now categorized.

JT – It is a different culture, with different ways of researching.

CC – There are reading requirements, so students need to find books to read. One of my children was told not go to the school library.

Parent comment – my child was also told he could not go to the library.

NM – There is something about having a book in your hand.

Bill H – There is more to it than research.

**GA – Will survey teachers to see what's going on.**

Bill H – Is it operational?

GA – Yes. Available after school during Homework club from 3-4PM Monday through Thursday, for checking out books. They have to be supervised.

NM – Can we let the parents know that is available?

Teacher comment. – Checking out books can be done manually with a ledger. Morning announcements will be added to help make students aware of this.

JY – let the parents know too.

**Volunteer Policy:** JY – fundraising is built on volunteers. Can we discuss? Have policy ready for the next meeting?

GA – not by March – it is busy because of FCATs.

Discussion focused on the need to reach out to local organizations for support and increase volunteer participation. Suggestion: Create a form letter listing specific needs, while leaving it open ended for general items, operations, etc. to be used for gaining support from within the community.

**JT to draft letter to local organizations.**

Bill McMullan. – Offered to provide a list of contacts.

Increasing volunteer participation - The email system is reaching 171 families signed up for options 3, 4, and 5. JY asked to increase those contacts to include all families, as those who have fulfilled or exceeded their obligations may contribute more if asked. Suggestion: Send a letter from the board explaining it is critical to have their help.

**JY to draft a letter to parents.**

Vee Young, Volunteer Coordinator - There is a new system in place for volunteers. They now need an id card, which gets scanned when they come and go. They need to know what to do & how to come in.

Holding Fundraisers off the Island was discussed briefly to reach more people.

## **ENROLLMENT PACKET**

GA – Reviewed the 2010-2011 enrollment packets, pointing out where changes had been made, the differences between course selection for each grade level, and the procedures for open enrollment. We exist so parents have a choice.

If paperwork is complete and if we have services the student needs, enrollment is automatic. After that it goes to a lottery system, drawing numbers. After the deadline it's first come first served. Early enrollment helps with forecasting, so by April we will have tentative budget.

Disclaimer for directory information contained in the enrollment packet was discussed at length. Some board members felt having a student directory, similar to the one TBE PTO produces, is a useful tool for those willing to be included. Participation would be optional, and initiated by submitting information on a form. Some expressed a concern regarding student privacy rights, and the potential for cyber bullying, depending upon the information included.

Most agreed it would be up to the PTO to take on producing a directory, while families would simply submit a form containing the information they wanted included. Furthermore, most agreed this would be better handled separate from the enrollment packet, and the details of the FERPA law would be clarified and discussed at a later date, as the public information law is separate from the student directory most were referencing.

**Motion by Bill M to approve enrollment packet without directory information disclaimer. Bill H 2<sup>nd</sup>. All approved.**

**Motion by JY to revisit FERPA as agenda item to re-discuss position taken by previous board took.**

Q: Bill McMullan asked if the Board received anything from the attorney on this issue?.

A: GA – No, because I suspect he doesn't want to represent us.

**Accountability:** ES asked if it had been decided what to do with those who did not meet their accountability contracts.

JT – those who do not meet their commitment can be ineligible for enrollment, which can be addressed at another meeting.

Maria Hayden – they are our biggest fundraiser (students).

Vee Young, Volunteer Coordinator – Questions from volunteers include consequences? I refer them to someone at the school, but she asked how to respond. Once individuals figure out they don't have to do anything – that happens. At the same time when you thank them, thank those who have paid, which were left out of the letter last year. Keep that in mind the board cannot just thank one group.

JY – identifying people who had not done anything at some point...



CC – A clear volunteer policy should be in place. Some people are turned away, some know they don't have to do their hours, some families simply cannot put in the hours...

ES - then they should pay.

**Class Size Amendment:** JT – The requirement for 22 (or less) in core classes, is expected to be extended. Then a higher number for ea grade level (132) can be set.

GA – If law goes to completion, that 23<sup>rd</sup> kid in school means you have to create another class. In that case if there is no capacity, you may not get all classes.

**Motion by Bill M to cap enrollment at 132 per grade level. ES 2<sup>nd</sup>. All Approved.**

### **ADDING A TEACHER POSITION TO SCHOOL BOARD AS NON VOTING MEMBER**

After a lengthy discussion, the board was divided on whether a teacher should sit on the board.

JT questioned the necessity of another board seat, claiming teachers are always welcome to attend meetings and provide input.

Bill M felt it undermined the authority of GA as CEO.

CC – This position on the board would be a non voting member, elected by the faculty, they would represent the majority of teachers. This would provide an academic perspective to the board and a better balance between administrative and academic priorities.

Bill H - 360 degree representation and input is common among boards of directors for colleges and universities. Looking at it as a positive way to make improvements, there is always room to be better.

JY - The responsibility of this board includes evaluating the performance of the principal/CEO. Original bylaws stated there would be a teacher on the board, the founders did not see a conflict.

LM - The main focus for the board is fundraising to pay bills. Not to change things if they don't need fixing. We aren't here to set curriculum.

NM - suggested sending routine invites out as a reminder to teachers they are welcome to attend meetings. She agreed with looking for ways to improve, adding we need to hear input. She offered to find a sample teacher survey for the next meeting.

Additional suggestions: Add a standing item on the board agenda; have the new member serve a specific role; change contract periods from 1 to 2 years, to increase job security; have representative for each grade level for reporting at board meetings; have teacher survey distributed from the board direct to faculty and staff.

**NM Will search for a teacher survey and discuss at next meeting.**

**Additional Comments:**

NM - Mutual of Omaha Bank, owned by insurance company. The parent Company is highly rated, cannot find ranking on bank. Bank should be solid, although it doesn't look like it has its own ratings. Should school move account – I don't think so.

JY – Pending Issues:

Brian Milk is willing to mow grass, probably would charge a small fee. Doesn't know the requirements, so won't know cost.

Friends of MICMS: email to Tarik for details, no response yet.

We have established requirements to be addressed at the next meeting.

Videos of students at school/sporting events - Do we have a policy?

Roger Raymond, Athletic Director – No policy set for Collier County. Each school has a form to cover students, but there is nothing to cover students in another school – it was implied if the student walked into the building, they don't have a problem with being video taped. We can't tell people not to take pictures. It is not an issue, if one was trying to hide, they probably wouldn't be in a gym playing. If someone has a problem, they would not be in a public school. One of your coaches was video taping.

**Motion by JY to adjourn; Bill M 2<sup>nd</sup>. All approved.**