

**Lanikai Elementary PCS
Minutes of Board Meeting, October 19, 2011**

Board Members present:

Phil Whitesell - Vice-Pres, Community
Paul Vierling - Community
Vicky Villegas - Teacher
Ann Pederson - Secretary, Support Staff
G.G. Weisenfeld, Parent
Ed Noh, School Director
Board Members absent: Louis Saint-Cyr - President, Parent

Staff/Community members present:

Cj Baehr
Jamie Mather
Tim Dietrich
Kristy Cleveland

1. Call to Order: Dr. Whitesell called the meeting to order at 6:33 PM.

2. Approval of Minutes: Mr. Vierling moved and Dr. Weisenfeld seconded approval of the September minutes as posted. Approval unanimous.

3. Strategic Plan - long and short term: Dr. Weisenfeld opened a discussion about a strategic plan for the school by asking if a process for planning is in place. Members concurred that recently planning has been short term only since achieving WASC accreditation, and last year planning was based primarily on immediate financial realities and finding the new School Director. Members agreed that the Strategic Planning Committee, which has not met for the past several years, should be reactivated and should take up the task of drafting a plan for school development on several fronts. Dr. Weisenfeld will meet with Cj Baehr to consider next steps. Mr. Vierling recalled a successful and productive off-campus retreat the board held several years ago and suggested that another such session would be valuable for the current board. Mrs. Pederson reminded members that an imminent training for board members of all charter schools, originally set for November, has been postponed until December. So far Weisenfeld, Pederson, Whitesell, and Noh expect to attend.

4. Fundraising - plans, goals, coordination with PTSA: Dr. Weisenfeld suggested several moves that the board agreed with:

- a) strengthening coordination of fundraising goals and activities with PTSA:
Board noted that current budget/fundraising distribution information is needed.
- b) defining specific fundraising objectives so that parents and community members know how every contribution will be used. Kristy Cleveland, parent, brought her experience with fundraising into the discussion, agreeing that detailed information is a motivator. A parent will know he/she is contributing not just to a music or art program or to 'school supplies,' but to purchase specific materials and equipment, e.g., paint brushes for art classes.
- c) learning what successful strategies other charter schools use in collaborating with their PTSA. Ann Pederson agreed to work with Dr. Weisenfeld on gathering this information through HCSAO and noted an excellent National PTSA website. Mr. Vierling added that an excellent CD with fairly comprehensive funding

information is provided annually to PTSA unit members. Mr. Noh suggested as a local contact the Hawaii Charter School Network.

(8.) Finance Committee Report: This report, presented by Mr. Noh, was moved up from #8, as listed on the Agenda.

Mr. Noh reported that the annual budget had been prepared with the expectation of 350 students at the per pupil rate of \$5,688.80. The actual count on October 15 was 343 students, 7 fewer than we budgeted for. We anticipate a total shortfall of about \$130,000, including the lost per pupil amount of \$39, 821. Preliminary discussions are considering two cuts in budgeted items: building repair and maintenance, since the long anticipated entire renovation, paid for by DOE, will commence in the spring; and money currently allocated for contracts for professional development training for staff. These two cuts would offset the deficit by about \$32,000. The question now is how to make up the rest, \$98,000.

Discussion brought up the parent fundraising survey conducted by the board last year. One-third of parents responded. One-third of respondents said they would consider a donation of \$100 to \$400, and many of those said they would consider making such a gift annually. In order to be specific in its requests, the administration would have to decide how such donations would be used.

Mr. Noh has started working on a letter to parents as a State-of-the-School report. His intent was to include a request for donations. Based upon the foregoing discussions, the board decided that two letters are in order: one will give the state of the school and may reference the budget information and a pending request from the school's 501[c][3] for donations for specific uses; the other will be that request. Mr. Noh wants to get the first letter out ASAP and so will need donation information quickly. The second letter will wait for input from Board President Louis Saint-Cyr, who has a big-ticket wish list for the board. The need to request funding led to discussion of the activation of the 501[c][3]. Jamie Mather agreed to ask his wife, a lawyer who has worked a bit with Jake Hinz on this matter, to help the school move forward. The board members, as one body, will no longer act as the members of the 501[c][3]; Cj Baehr, Ann Pederson, and Kristin Cleveland volunteered to become members. It was suggested that they recruit more members, as a larger board builds a larger comfort level for donors. Mr. Noh helped put the potential funding resource in perspective, saying that a \$250 donation for each child would reap \$85,750.

5. Public Relations: Dr. Weisenfeld asked if we have a PR plan. Ann Pederson stated that she is the person responsible for PR at this point. She collects information for and publishes the newsletter on the website, makes calls to newspapers and TV stations, writes press releases, etc. It was suggested that the Strategic Planning Committee might assist in developing a comprehensive PR plan.

6. Hilo Hattie Update: Mrs. Pederson passed around a Phase 1 mock-up of ads featuring the 'logo shirts' and prices (\$12 to \$15) that in a few weeks will be available on the Hilo Hattie website with free shipping to neighbor islands. Items featuring student artwork will

be added later (Phase 2). A release form template has been designed for signature of parents of students whose work is featured. It specifies that royalties go to the school, not to the parent or child.

7. Community Input: At the September meeting, a CD was given to each member from Jamie Mather, a Lanikai School parent, who wants to provide board members with information about Dirty Electricity and research that is being done on how the increase of electromagnetic fields in classrooms and across campuses may be negatively affecting student behavior and learning. Mr. Mather explained that he is seeking board approval to measure the strength of radio frequencies on campus. He showed the meter he would use and the filter that lowers frequencies. He would provide the resulting data to Mr. Noh and the board for their consideration. After discussion, members agreed to refer this matter to the Health & Safety Committee.

8. Finance Committee Report: See Item 4, above.

9. Administrator's Report:

- Once again, Lanikai has been named a Hawaii Distinguished School. Fifteen schools were selected this year, and three of those have also been selected as the state's nominees for the National Blue Ribbon Schools award. Mr. Noh has been invited to bring nine additional guests to an awards luncheon on October 27 at the Hawaiian Hilton. Villegas, Pederson, Whitesell and possibly Weisenfeld have agreed to join him.
- The annual self-evaluation report describing the school's achievements of 2010-11 was turned in to the Charter School Review Panel on October 14.

10. Enrollment Committee Report: The committee has not met for several months. Dr. Whitesell explained that this committee has a complex role as it functions with both the administration and policy committee as well as with the board. The committee meets as needed. Registrar Maria Gomes is the chair. As a result of this discussion, members and guests commented on the need to update school information in several places on the website. No specific action was taken on this matter other than referring it to Mr. Noh.

11. Facilities Committee: Mrs. Pederson reported that she has received a great deal of information about the specifics of the imminent renovation, but no start date has been given. A walk-through with bidding contractors is scheduled for October 25.

12. Health & Safety Committee: No report

13. Policy Committee: Mrs. Villegas presented the following report of the Committee: Based on discussion within the committee and further review of studies and reports on possible benefits and problems associated with policies on mandatory school uniforms, the Policy Committee recommends that the question of establishing a uniform/T-shirt policy at Lanikai School be tabled until such time as the board may choose to pursue it further.

Mrs. Villegas moved and Mr. Vierling seconded that the board accept the recommendation. Motion was approved unanimously.

14. Strategic Planning Committee: No report.

14. Adjournment: Open meeting adjourned at 8:15.

Members reconvened for closed session and invited the guests to sit in for their discussion with Mr. Dietrich, who is considering applying for the board position of community representative, which is being vacated by Mr. Vierling.

Guests were excused from the remainder of closed session.

NEXT MEETING: Wednesday, November 16, 6:30

Respectfully submitted by Cj Baehr, Scribe.

<p>Be it resolved that the question of establishing a uniform/T-shirt policy at Lanikai School be tabled until such time as the board may choose to pursue it further.</p>
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