

Attendance: *(voting members in bold)*

Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Carlos Contreras, Secretary/Treasurer	P
Ed Novak, Past President	P	John Snider	P	Alexander Laing	P
Betty Hum	P	Joya Kizer Clarke	A	Marcia Mintz	P
Jason Schupbach	A	Kevin Allen	P	David Garcia	P
Eden Lewkowitz, Honorary Academic Faculty	A	Emma Popish, Honorary Alumni Member	A	Dana Bender, Honorary Arts Faculty	A
Leah Fregulia, Head of School/CEO	P	Marion Donaldson, Development & Marketing Director	P	Desiree Johnson, Business Director	A
Sara Maline Bohn, Principal	A	Tiffany Kell, Executive Assistant	P		

Call to Order

Javier Cárdenas, Board President, called the meeting to order at 5:10pm.

Call to Public

Javier Cárdenas made a call to the public. Allison Otu was present as a prospective Board member. Alyssa Crockett was present as a contracted consultant for ASA's feasibility study.

Presentations

The Mission Moments Presentation was given by senior Gabrielle Almeter and co-faculty advisor Madame Rebecca Kendall for the Foreign Language Honors Societies - La Sociedad Honoraria Hispanica and La Société Honoraire de Français. Gabrielle highlighted that the application process is open to all students and all members of the society participate in 3 community service projects annually. This year there are 34 members of both societies. Also in recognition of cultural awareness they host a World Heritage Potluck where all ASA students and families are welcome to attend.

Tony Dietz encouraged everyone to attend this event.

Discussion Items

Board President, Javier Cárdenas, presented on behalf of the Resource Development Committee about Fundraising. He began by re-emphasizing that ASA is entering its 25th year and the kick off celebration for this will be at the 2020 Showcase. The culminating event for the 25th Anniversary celebration will then be the 2021 Showcase. He shared that in order to have the thank you celebration prior to Showcase sponsorship is needed.

In other preparations for the 25th Anniversary celebrations the Resource Development Committee would like to invite past Board members to attend the Annual Board Holiday Meeting.

He further highlighted that last year several Board members spoke at some select performance. He asked the Board to please sign up for speaking at performances again this school year. He clarified that the cost for the arts is over \$2 million per school year and thus the ask of \$2,000 per student is vital to the upkeep of the arts programs. Any opportunity to make an ask is critical for the Board to assist the Development Department in reaching this amount. The goal for the Board would be to exceed last year's amount raised.

Past President, Ed Novak, inquired what the overall proposed percentage increase was for the amount raised.

Javier Cárdenas stated 10-20% more would be the range of growth that would be ideal. He asked if a goal of \$100,000 was a realistic goal. Last year the Board raised \$84,000 in total with their networks thus this year that would be stretching by \$16,000 to have the Board raise 10% of the Annual goal.

Ed Novak stated that a request for 100% participation from the parents/guardians of ASA would also be beneficial for the Board to encourage.

Development & Marketing Director, Marion Donaldson, inquired if this 100% included the 16% that are FRL.

Ed Novak stated yes, that giving of their time rather than money would be an excellent option. Thus, some form of contribution from all would be given towards this goal as well.

Vice President, Tony Dietz agreed with this idea and stated that every dollar or volunteer hour helps.

Marcia Mintz agreed that the idea of 100% participation towards a goal of \$100,000 sounded inviting and growth driven.

Head of School/CEO, Leah Fregulia stated that it was a substantial goal and reminding others, including parents/guardians, of how the Board has increased their donations every year and inviting others to come alongside the Board in this goal would be key.

Marion Donaldson stated that currently 52% of families have pledged towards the Annual fund and tax credit.

John Snider would like to see a month to month report on the pledges and yields from Development Department. This can then show how much we are short or ahead each month so that the full Board can be aware of the amounts.

Marion Donaldson presented the challenges in families giving and life changes that might occur. Last year for example, the pledges did not come through and left ASA about 10% short.

Javier Cárdenas stated that the funds do not come in at nice even times but by monitoring the pledges on a more regular basis is ideal to be able to make adjustments earlier on. This is the work of the Resource Development Committee.

Kevin Allen asked if more people are doing installment payments this year than in previous years.

Marion Donaldson clarified that yes, there are 20 more monthly this year than in years past.

Ed Novak stated that one page of materials each month could then maybe help gauge some of the school's expenses based on this information.

John Snider responded that this is not a budget expenditure issue, YTD and expenditures are reviewed in Finance Committee each month, but the gap is what needs to be looked at more thoroughly. He proposed that a monthly report on this would help to raise the level of recognition and thus they would be able to fill the gap sooner rather than later because it would be known. He further stated that it is the Board's duty to step up as Board members to help fill this gap.

Betty Hum asked if the handwritten notes from the Board help.

Marion Donaldson stated that she believes they do and that people enjoy hearing from various ASA Board members and student voices in expressing their gratitude.

Javier Cárdenas showed pictures of Cross Country and honored Coach Tony Dietz for his contribution to bringing sports to ASA. He further highlighted how several years ago many students left the school due to no sports at ASA. When Cross Country was formed originally it was very small and now there are 40 plus members on the team. The boys team placed 2nd this past week and both the girls and boy's teams regularly place at the meets. Tony Dietz's contribution is not just limited to athletics it also includes Robotics among many other things. Thank you Tony for your contributions.

Recognition was also made for the Chamber Orchestra and Symphony Orchestra students that attended ABODA Strings Festival both groups were awarded Superior with Distinction awards, the highest honor you can receive.

Next Head of School/CEO Leah Fregulia was recognized for her recent award of the 2019 Leaders of the Year in Arts and Culture Award. Thank you Leah for your contribution as a leader not only of ASA but also in the community at large.

Javier Cárdenas introduced the presentation to restate and gain Board support for the Youth Arts Campus. The history of ASA's discussions and decisions regarding growth, replication and the youth arts campus in detailed in the PowerPoint, included in the official materials.

One essential point, is that ASA has not replicated or added additional grades for significant financial reasons. John Snider explained that there was a building on the block available to ASA but it would have needed to be re-designed and rebuilt in order to be usable. Also, the other issue was that as a small school, based on student count, the state funding is more because there are certain weights that the state gives more money per student to these small schools. Thus, by adding an Elementary school ASA would go over the small school threshold and funding would be reduced. This loss in funding dollars would then have to be generated by ASA and so it did not seem fiscally prudent to expand in this way.

Leah Fregulia then presented on the current status of ASA. ASA has made many strategic growth steps over the years especially on the number of students that are impacted and served at ASA. The goal is to use the campus to its best advantage. During her Fellowship she got to see first-hand how that opening up a campus to the greater community is the national model for several successful arts programs. ASA over the years has made a name for itself and is imbedded in the downtown community. Details of community and city partners as well as current, past and future arts partners is included in the PowerPoint included in these minutes.

Betty Hum asked to clarify as it sounded like there are 2 different ways to use the space. One way was the actual space in a building and the use of it, and the second is as rental space.

Leah Fregulia clarified that the use of collaborative spaces and including community practitioners, in a synergistic way, would allow for artist residence to use the space, periodic rentals and or users of the space and community performances could all happen after ASA school hours. There are already prospective partners that really need the space and ASA already has a relationship with them.

Allison Otu asked if renters needed to stay within the Mission of ASA.

Leah Fregulia confirmed that Mission alignment was indeed important.

Marcia Mintz highlighted that the list of partners is a culmination of the 15-20 years of ASA's partnerships. She further stated that she does not know another Charter school that has anywhere near this number of community partnerships or connections.

Out of 181 days of a school year there are roughly 166 performances annually.

Betty Hum asked how many of the 166 performances were after school.

Leah Fregulia stated that about 150 of them and if ASA had the space it could be redesigned so that the space could be used during the school day and this would alleviate the high number of performances outside of school hours.

Marcia Mintz also thanked Leah for her strong leadership as Head of School and drew attention to her recognition as a leader in the community as well. Athena Award, Piper Fellowship, Arts and Culture Leader award.

Javier Cárdenas shared about the Lodestar survey for non-profit centers and the benefit of collaboration especially in the arts. For anyone who would like to read the full survey Resource: 2011 Lodestar and Kresge funded: Measuring Collaboration: The Benefits and Impacts of Non-Profit Centers.

Next Steps: Board decides is this best for ASA and does it make sense for ASA to lead it?
Then reconvene partners to structure coalition. Revisit design if needed. Create the Business and Funding Plan for Phase I and Phase II of campaign. Multiple options are available as to the structure of the Youth Arts Campus including ASA Education Foundation could be the managing agency or managing partner, the Foundation could own the PAC and joint use facilities and lease it to the various entities (Owner/Landlord), or a separate 501(c)3 umbrella organization with all partners could be created.

Javier Cárdenas asked if this was a shared vision of the Board.

Marcia Mintz stated that she could not imagine ASA not being in the lead for this project. The logistics will evolve depending on who is at the table. From a legacy/ growth standpoint this is an amazing opportunity for all including ASA.

Betty Hum agreed with Marcia Mintz that this is a critical point and how the governance piece is structured cannot just evolve it needs to be strategically planned. She inquired if this project was within the mission of the ASA Education Foundation or who would manage the additional 501(c)3 would the school or the Foundation.

Ed Novak recommended that having some structure going into it was prudent but that including the partners in the creation of the structure was also critical.

Marcia Mintz agreed.

Javier Cárdenas asked if there was anyone that did not buy into the mission of the Youth Arts Campus.

Betty Hum asked how much of the space would be available to partners if ASA needed the space for 166 performances.

Leah Fregulia stated that community performances would still occur for ASA, but many could actually be included within school hours allowing students to see their peers perform. ASA would not be using the space 181 days of the school year.

David Garcia stated that this opportunity makes a lot of sense for ASA and that the vision needs to be clear from the start. He further stated that it made sense for ASA to be the lead on this project.

Action Items

Approval of minutes August 26, 2019

Ed Novak moved to approve the minutes for August 26, 2019. John Snider seconded the motion. No further discussion and it passed unanimously. (Cárdenas, Dietz, Contreras, Novak, Snider, Laing, Hum, Mintz, Allen, and Garcia voting in favor).

Approval of resignation for Jason Schupbach from the Board of Directors

Ed Novak moved to approve the resignation for Jason Schupbach from the Board of Directors. John Snider seconded the motion. No further discussion and it passed unanimously. (Cárdenas, Dietz, Contreras, Novak, Snider, Laing, Hum, Mintz, Allen, and Garcia voting in favor).

Approval of resignation for Joya Kizer Clarke from the Board of Directors

Marcia Mintz moved to approve the resignation for Joya Kizer Clarke from the Board of Directors. Carlos Contreras seconded the motion. No further discussion and it passed unanimously. (Cárdenas, Dietz, Contreras, Novak, Snider, Laing, Hum, Mintz, Allen, and Garcia voting in favor).

Approval of the Board of Directors moving forward with the ASA vision with the Youth Arts Campus

Ed Novak moved to approve the Board of Directors moving forward with the ASA vision with the Youth Arts Campus. Carlos Contreras seconded the motion. No further discussion and it passed unanimously. (Cárdenas, Dietz, Contreras, Novak, Snider, Laing, Hum, Mintz, Allen, and Garcia voting in favor).

Adjournment

Carlos Contreras made a motion to adjourn. The motion was seconded by David Garcia and passed unanimously. (Cárdenas, Dietz, Contreras, Novak, Snider, Laing, Hum, Mintz, Allen, and Garcia voting in favor). The meeting adjourned at 6:22pm.

Minutes reviewed and accepted on this date _____.

By: _____ Board Member