



Arizona School for the Arts
Board of Directors Meeting Minutes
Monday, September 29, 2025 at 5:30 p.m.
Zoom Meeting: 816 6774 4596 Passcode: 119599

Attendance (Voting Members in **Bold**)

Allison Otu, President	P	Michelle Davidson, Vice President	A	Leola Abraham, Secretary	P
Scott S. Stone, Treasurer	P	Michelle Buckley	P	Carrie Larson	P
Michael Medici, AIA	P	Dr. Lorisa Pombo	A	Nonnie Shivers	P
Annette Zinky	P	Melvin (Mel) Brown	A	Marcelino Quiñonez	P
Joshua Pierce, Honorary Arts Faculty	P	Todd Webster, Honorary Academic Faculty	P	Eva Luz Pombo, Honorary Student	P
Liam Wohlert, Honorary Student	P	David Lujan, Executive Director	P	Leslie Tan Religioso, Development Director	P
Elizabeth (Liz) Shaw, Business Director	P	Carolyn Smith, Executive Assistant	P		

Agenda Items

| Call to the Public

| Mission Moment

Global Science Opera by Isabel Gorin

Eva Pombo & Liam Whohlet

| Board Recognition

| Discussion Items

Resource Development Council

- Development Dashboard
- Board Homework

Allison Otu & Leslie Religioso

Governance Committee

- Proposed New Board Members

Nonnie Shivers & David Lujan

| Consent Agenda

Board President Updates

Allison Otu

Executive Director Report

David Lujan

Development & Marketing Director Report	Leslie Religioso
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| Action Items

Approval of the August 25, 2025 Board of Directors Meeting Minutes

Approval of the Removal of Leah Fregulia as ASBCS Charter Representative

Approval of the January 2026 Upper School Trip to Disneyland

Approval of Elizabeth Goodman becoming a Member of the Board of Directors beginning November 1, 2025

| The Board of Directors may vote to hold an executive session for the purpose of obtaining legal advice from the Board's attorney on any matter listed on the agenda pursuant to: ARS §38-431.03 (A)(3) Legal Advice

Minutes

Board President Allison Otu called the meeting to order at 5:31 p.m.

Call to the Public

There were no members of the public present on the Zoom call to make public comments; Allison moved to the next agenda item.

Mission Moment

Eva Pombo introduced 12th grade student Isabel Gorin who composed the Global Science Opera graphic score for Proxima Centauri B, an Earth-sized exoplanet orbiting our closest star. Isabel explained her inspiration of the tidal lock phenomenon, process, and the meaning of the visual design associated with the composition. She likened the score to a musical cryptogram that brought together multiple programs in the school including strings, band, guitar, and STEM.

David Lujan took a moment to congratulate Strings Chair/Orchestra Director, Maria Simiz and ASA's Con Brio Strings and Chamber Orchestra, both of which earned the highest score -- Superior Rating with Distinction -- at the ABODA Fall Orchestra Festival on September 26th.

Board Recognition

Allison recognized Annette Zinky for her chairing of the Facilities Council and continuous enthusiastic support of ASA and the Board. Not only was Annette the first to turn in her Board homework assigned at the last meeting, she has already reached out to the people and businesses on her list.

David thanked David Alderslade and Jennifer Delgado for attending the meeting as guests with the intention of joining the Board of Directors.

Discussion Items

Resource Development Council

Allison reintroduced the Board's goal and theme for the year -- 1 Million Reasons, 100 Students, 1 Connected Community -- and how it relates to the homework assignment they were given at the last meeting: brainstorm and share five people they know, five local businesses they know, and five businesses they frequent. The results were a wide variety of people and businesses they interact with, some of whom are already part of our network, but others that will allow the Development Team to pool resources and pursue new avenues. Allison also reminded the Board that students are the lifeblood of the school, so increasing enrollment is an important priority; she asked them to share

social media posts with people in their network with school aged children, particularly those highlighting enrollment, open houses, tours, and shadow days.

Leslie Religioso informed the Board about the new Spotlight Breakfast program. Each month David will host small group conversational meetings with various community connectors, influencers, and potential donors. The first one was on September 25th and the next will be October 30th focusing on alumni and alumni parents. David said he will share the dates of upcoming breakfasts in his Executive Director Reports and board members are welcome to attend and/or recommend guests who fit with the theme of the meeting to David or Leslie.

Governance Committee

David reminded the Board that there will be a vote during the Action Items to confirm Liz Goodman's membership on the Board of Directors, an attorney with Rose Law Group. Liz thanked the Board for their consideration and said that she is excited to be joining.

David then made further introductions of David Alderslade and Jennifer Delgado. David is a CFO at a national IT company that services colleges and universities and Jennifer is a real estate attorney at Burch & Cracchiolo; both have students at ASA who are all enjoying their experiences at our school. Their board candidacies will be voted upon at a future meeting and in the meantime, David asked members to email him with their interest and availability for a member meet and greet with Liz, David, and Jennifer.

Consent Agenda

Board President Updates

- The Executive Committee finalized the Executive Director's goals and evaluation process at their meeting earlier in the month. Goals are centered around student recruitment and retention as well as fundraising. There will be check-ins in December and at the end of the fiscal year. A feedback loop will be created and board members will be informed when it is established.
- Allison will also be finalizing details with Principal Elma Bass to hold a mixer for the Parent Committee and board members so the PC can learn how they can be supportive of the Board's efforts.
- Allison is working on setting a meeting with former board members to establish who would like to stay connected to ASA and get involved in the various work being done for the school.

Executive Director Report

- David reported that enrollment has settled at 635, lower than anticipated and about the same level we ended last year. Members of Administration attend the Arizona Charter School Association enrollment conference earlier in the month and learned that low enrollment continues to be an issue with both public and charter schools across the state due to declining birth rates, the ESA program, and more people working from home since the pandemic; the strategies we have in place to increase enrollment are going to take a little longer as a result. The portal for applications for school year 2026-2027 opens October 1st so the focus for this school year will shift to retention, particularly students transitioning from 8th to 9th grade where there has traditionally been a drop off of students who want a different high school experience. The second focus will be students who struggle with ASA's mission of academic rigor in combination with the arts programs; we will be working harder to service those students in an effort to avoid student grade repetition.
- A Year 3 goal from the Strategic Plan is more targeted campaigns around the Annual Fund to allow families to visualize what their contributions support. At the end of last year, arts teachers were asked to provide a list of needs in priority order; the ongoing campaign this year will focus on instruments and supplies for the performing arts programs such as marimbas, theatrical rights, and dance costumes.

Development & Marketing Director Report

- Leslie informed the Board that the Development Team, in conjunction with David and the Enrollment Team, is focusing on enrollment marketing and advertising in targeted zip codes

and in ON Media family editions of programs. This is targeted to reach families already invested in the arts.

- Marketing & Communications Manager Jess Downs is updating the ASA website to make it a living and interactive advertisement for enrollment, ensuring that all relevant information is on the homepage.
- Social Media campaigns are ongoing and are linked with lead generation management to get viewers on a mailing list. We are using short student testimonials and messages from David; the team would love to get board members who are willing to be on camera.
- Earned media is another great opportunity to make an impact on the greater community. Daniel Mondalve was recently featured on Univision for the Fiesta Sports Foundation's Wishes for Teachers.
- Allison asked the Board to use whatever media connections they have, but our strongest advertising has always been word of mouth and asked them to talk up ASA to all of their connections with school age children and then immediately email the lead to our Enrollment & Campus Life Manager, Melia Dunn

Action Items

Approval of the August 25, 2025 Board of Directors Meeting Minutes

Scott Stone moved to approve the August 25, 2025 Board of Directors Meeting Minutes. The motion was seconded by Carrie Larson and passed unanimously without further discussion. [Otu, Abraham, Stone, Buckley, Larson, Medici, Shivers, and Zinky voting in favor.]

Approval of the Removal of Leah Fregulia as ASBCS Charter Representative

Annette Zinky moved to approve Leah Fregulia as ASBCS Charter Representative. The motion was seconded by Mike Medici and passed unanimously without further discussion. [Otu, Abraham, Stone, Buckley, Larson, Medici, Shivers, and Zinky voting in favor.]

Approval of the January 2026 Upper School Trip to Disneyland

Mike Medici moved to approve the January 2026 trip to Disneyland for Upper School students. The motion was seconded by Annette Zinky and passed unanimously without further discussion. [Otu, Abraham, Stone, Buckley, Larson, Medici, Shivers, and Zinky voting in favor.]

Approval of Elizabeth Goodman becoming a Member of the Board of Directors

Leola Abraham moved to approve Elizabeth Goodman becoming a member of the Board of Directors beginning November 1, 2025. The motion was seconded by Mike Medici and passed unanimously without further discussion. [Otu, Abraham, Stone, Buckley, Larson, Medici, Shivers, and Zinky voting in favor.]

Having completed the agenda in its entirety, the meeting adjourned at 6:35 p.m.

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Minutes reviewed and accepted on: October 27, 2025

Signed by:  _____, Board Member
Leola Abraham (Oct 29, 2025 09:37:55 PDT)