Endeavor
Charter School

Endeavor Board Meeting Minutes: September 10, 2012

Call to Order:
Lisa Springle called to order the regular meeting of the Endeavor Charter School Board of Directors at 7 pm in Endeavor's multi-purpose room.

Present:
Lisa Springle, Steve McAdams, Lisa Bolton, Jim Dotson, Margaret Holder, Christian Nechyba, Andy Kristianson (arrived at 9:05 pm)

Financial Report:
Tom Williams from Acadia presented a financial report for the 2011-12 school year. He stated that by all standards the Endeavor financial report was outstanding. The anticipated fund balance for the year was $1,083,817.19. The actual fund balance at the end of the school year was $1,151,832.46. The anticipated budget surplus for 2011-12 was $166,942.75. The school's fund balance increased by 25.63% during 2011-12. Cash in the bank as of June 30, 2012 was $1,130,244.40. He stated that ECS represents best financial practices for charter schools. John Balla requested that Tom Williams summarize financial best practices at ECS to post on our blog. Lisa Springle thanked Steve McAdams for an amazing job managing the budget.

Approval of Minutes:
Christian Nechyba moved for approval of minutes from the August general board meeting. Margaret Holder seconded the motion. The motion was unanimously approved.

Brief Items:
Steve McAdams provided the director's update. A full-time technology coordinator had been hired, and had received excellent feedback already. Fourth grade had a successful field trip to Haw River. A mid-day plumbing problem last week had led to an early dismissal that was professionally handled by staff and parents.

Treasurer's Report:
Margaret Holder stated that the draft audit had been received last week and was being reviewed. All requested information needed for underwriting had been submitted to BB&T Bank.

First Citizens Checking:	$272,621.68
Regions CD:	$225,797.19
Regions Money Market	$500.00
Bank of America CD:	$202,793.84

Harrington CD:	$227,438.13
Harrington Checking:	$173,661.20
Total balance:	$1,102,812.04

Capital Campaign Report:
John Balla presented a proposed communication strategy for a new capital campaign by the Endeavor Foundation. The goal of this strategy was to create the means for the Foundation to maximize the impact of the capital campaign by enabling multiple people to deliver specific, coordinated messages, to engage the donor community with consistent, compelling messages on multiple communications channels, and to enable the primary donor community to share campaign communications with secondary donor communities and broaden the potential donor pool. Necessary elements for fundraising would include a site plan, a floor plan showing that school needs will be met, an architect's rendering of the front elevation, and the cost of the entire plan, including the amount needed from fundraising. The primary target for the campaign would be parents of current students, but relatives, friends, employers, community businesses, government, education supporters and anonymous benefactors should also be targeted. The need to streamline outbound messaging and align inbound messaging including social media was reviewed. Messaging should include positive messaging about ECS, the shortcomings of the current facility, the possibilities of the future facility, and the need to give back to the school and the community. Messaging channels would include the ECS website, the Pawprint, e-mail, assemblies, and social media. The tone of the campaign should be personal, and emphasize personal stories and impact on real people. The campaign needs to think broadly, remain accessible to donors, manage its public profile, remain transparent, and provide an easy online payment mechanism. Managing the school's online presence should include static sites, such as the ECS website, Wikipedia, LinkedIn, and Pinterest, and dynamic online resources, such as Wordpress Blog, Twitter, YouTube, and Facebook. Specific recommendations for the ECS website included creating an online payment mechanism on the home page, adding "Foundation" to the home page navigation, and dedicating the left side of the home page to the Foundation. The previous Home of the Pride campaign would be closed, with provision of "Founders Society" status for all contributors to this campaign. The new capital campaign would create new individual and corporate gift clubs. Board members, foundation members, and school leaders were asked to subscribe to the ECSF blog, friend ECSF on social media sites, and develop a personal "profile in support" for the ECSF blog.

Christian Nechyba moved to approve the communications strategy for the capital campaign as presented by John Balla. Lisa Springle seconded the motion. The motion was unanimously approved.   Christian Nechyba moved to approve an online secure payment mechanism for donations to the capital campaign. Steve McAdams seconded the motion. The motion was unanimously approved. Christian Nechyba moved to approve Endeavor's presence on a variety of social media sites to promote this capital campaign. Lisa Springle seconded the motion. The motion was unanimously approved. Christian Nechyba moved to change the Endeavor website as requested to provide a direct link to the ECS Foundation from the Endeavor Charter School homepage, to establish a secure payment mechanism for the Endeavor Foundation's capital campaign on the Endeavor homepage, and to dedicate the left side of the Endeavor homepage to the ECS Foundation. Steve McAdams seconded the motion. The motion was unanimously approved. Lisa Springle voted affirmatively for Andy Kristianson by proxy on all four motions. Specific approvals would be needed for students to appear in foundation-sponsored social media.

Foundation Update:

Endeavor Foundation members were called into the discussion. Key Project Management had been retained by the Foundation to serve as project manager in the role of owner's representative. Amy Luciani from Key Project Management provided a project update. A new architect and general contractor had been selected with the intent of proceeding with a "design-build" project delivery method, which was the most useful for timeline and cost purposes. The architect is HH Architecture (primary contact: Kristen Hess). The general contractor is JD Beam (primary contact: Glenn Kistler, president), which had experience in the renovation of Raleigh Charter High School. Cost estimates would be provided during the design process. During the past week, the new architect team went through the program requirements as laid out by the previous architect. Estimated cost would be the basis of the contract with the architect and general contractor. The contract would guarantee a maximum price. If the project were completed for less than the maximum price, the school would retain 100% of the savings unless the scope of the project changed. The general contractor and architect fees would be based on a percentage of total construction costs. The Foundation was in the due diligence period for the land. A preliminary site plan from a civil engineering firm would be submitted to the town of Wake Forest for approval. A traffic impact analysis will be needed, and would be subject to review by the Department of Transportation and the town of Wake Forest. The project management timeline was reviewed. Construction would take about 12 months. David Clodgo would become the new foundation chair. Jeff Bandini would work on the transition with David Clodgo. Jeff Bandini proposed reserving the western side of the property for future development. The initial due diligence period expired on Friday of this week, but the Foundation would negotiate to extend this period until December, with a goal closing date before December 31. BB & T Bank had promised a loan commitment by this week. The options for expanding to include a gym or a high school would be retained, although space constraints would exist. A lease agreement between the school and foundation would need to be drafted. Andy Kristianson moved to advance the Endeavor Charter School Foundation $75,000 for payment of anticipated due diligence and related costs over the next 6 weeks in advance of formalizing a lease agreement. Lisa Springle seconded the motion. The motion was unanimously approved. Andy Kristianson thanked Jeff Bandini for his service to the Foundation and the school. Lisa Springle called a recess of the ECS board meeting at 9:18 pm. The ECS board meeting was reconvened at 9:21 pm. Addressing the needs of the upcoming capital campaign, Amy Luciani stated that a site plan and floor plan would be forthcoming, but that a rendering of the front elevation would be an additional cost which needed to be discussed with the architect. A meeting with the design committee regarding the floor plan would be arranged soon.

Public Comments:

There were no public comments.

Board Applicant Interviews:

Bill Borter and Charlie Kennedy were interviewed by the board. The candidates' experience and expectations of board members were reviewed. After the interviews, the board discussed all three board applicants. Andy Kristianson moved to elect Bill Borter to the board position formerly held by Helen Harris. Christian Nechyba seconded the motion. The motion was unanimously approved.

Andy Kristianson moved to elect Charlie Kennedy to the board position formerly held by DJ Hill. Christian Nechyba seconded the motion. Andy Kristianson and Christian Nechyba voted in favor of the motion. Lisa Springle, Steve McAdams, Lisa Bolton, Margaret Holder, and Jim Dotson voted against the motion. The motion was not approved. Andy Kristianson then moved to elect Kevin Myers to the board position formerly held by DJ Hill. Margaret Holder seconded the motion. Margaret Holder, Lisa Springle, Steve McAdams, Lisa Bolton, and Jim Dotson voted in favor of the motion. Andy Kristianson and Christian Nechyba voted against the motion. The motion was approved.

There was board agreement that Charlie Kennedy would be an excellent asset to the capital campaign and the ECS Foundation. Andy Kristianson would reach out to Charlie Kennedy to ask if he would be interested in serving in such a role.

Extended Leave Policy Clarification:
Christian Nechyba stated that the school's auditor had noted that the pay-out rate for accumulated leave days over 20 days was not included in the school's extended leave policy. He suggested adding language to the policy to reflect the school's practice for the past four years. Christian Nechyba moved to add the following statement to the Endeavor extended leave policy: "Employees who have more than 20 days of accumulated paid leave at the end of the academic year will be paid out for all days in excess of 20 days at the maximum substitute teacher rate (currently $90/day)." Margaret Holder seconded the motion. The motion was unanimously approved with abstentions from Steve McAdams and Lisa Bolton.

Public Comments:
There were no public comments.

Closed Personnel Session:
Christian Nechyba moved that the board go into closed session to discuss personnel topics, in accordance with statute 143.318.11 (a) (6). Andy Kristianson seconded the motion. The motion was unanimously approved. The board went into closed session at 10:50 pm. The board returned to open session at 11:05 pm.

Adjournment:
The meeting was adjourned at 11:05 pm.