



TO DEVELOP EXEMPLARY CITIZENS EQUIPPED WITH ANALYTICAL THINKING SKILLS, VIRTUOUS CHARACTER, AND A PASSION FOR LEARNING, BUILT UPON A SOLID FOUNDATION OF KNOWLEDGE.

Board of Directors May Meeting

May 3, 2018 6:00 PM

Capstone Classical Academy

3400 HWY 89

Pleasant View, UT 84404

Present: C. Gurnee, S. Goers, P. Munson, A. Stringer, T. Ross, L. Hinckley,

M. Arthur

Guest: Linda Reed, Rich Eccles, Brittni Donnelson, Kelsey, Sammy

- Call to Order /Invocation – 6:06pm
- Pledge of Allegiance
- Roll Call
- Approve Agenda – T. Ross motions to approve the agenda, A. Stringer seconds the motion, motion passed. There was no discussion, comments, or objections received.
- Approve April 6, 2018 Meeting Minutes – A. Stringer motions to approve the minutes as presented, P. Munson seconded the motion, motion passed. There was no discussion, comments, or objections received.
- Approved Spring Board Retreat Minutes – T. Ross motions to approve the minutes as presented, A. Stringer seconded the motion, motion passed. There was no discussion, comments, or objections received.
- Honors and Recognition
 - Discussed Johnny Can't Tell Right From Wrong and Cultural Literacy with Linda Reed
 - Voted to invite Linda Reed to join the Capstone Board of Directors. T. Ross motions to invite Linda Reed to join the Capstone Board of Directors, A. Stringer seconds motion, motion passed. There was no discussion, comments, or objections received.
 - Brittni Donnelson – confirmed that she had completed the certification for Records Officer on May 1st. Brittni will train the secretary as a secondary record keeper.
- Consent Calendar – nothing to vote on at this time
- Board President Report – Chris Gurnee
 - Brittni Donnelson Update – Mrs. Donnelson has tendered her resignation letter to the board for other opportunities.



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- New Process and Procedures for BOD Agenda. P. Munson moved to table this to a later date, A. Stringer seconds motion, motion passed. There was no discussion, comments, or objections received.

- Board Vice President – Aaron Stringer
 - Update on Insurance Policy – A. Stringer spoke to Jeff Hurst, we will hear quotes in the next couple weeks. Kelsy Vargo, from High Mark confirmed, Capstone will be covering the property and liability once the school opens. The quotes are for the insurance that Capstone will be responsible for after opening. Waiting on several bids for RFP requirements. Workman’s Comp will not go into effect until July 1, 2018.

- Financial Report – Patrick Munson
 - R. Eccles went over the proposed Budget for 2019
 - The budget is based on 360 scholars on October 1st, but the state will be funding at 300 scholars for July – October, until official enrollment numbers are given to the state in October. We will be fully funded by the end of the year.
 - The 1st year charter schools do not receive food commodities from the USDA, therefore cost for food will be higher the 1st year. Food finances must be managed carefully, so as not to overspend.
 - HighMark will reconfirm the dollar amount lease on the building and the payment on the loan.
 - Budgeted to for potential property tax because Capstone does not own the building yet. The county may not require property tax because 501.3c school status, but we will be prepared.
 - We do have a surplus as of now.
 - P. Munson asked what the required surplus needs to be? R. Eccles states USBE recommends 45 to 60 days cash on hand. If USDA comes into play, we want to make sure that we know what benchmarks they will need. UDSA could lower the schools lease obligations significantly. R. Eccles will speak to USDA representative to find out the benchmarks. Capstone will not be able to go after USDA until expansion of the building is complete.
 - Account reviews and balances – P. Munson said there is nothing additional at this time because we do not have the current month financials.



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- Board Secretary– Tammi Ross
 - Grant Director Report – Brittini Donnelson
 - Elizabeth Granzow and her team have submitted 3 substantial grants worth \$100K each are Phase 1
 - If Phase 1 is captured, then the potential for Phase 2 is \$1 million each.
 - After this we will hold off on additional funding for Elizabeth, unless we win any of the grants that she is submitting. Then we will continue to entertain her employment.
 - We are moving forward with a new grant writer that will be on a commission only pay structure. Brittini and Sue will be interviewing Cicely Bend.
- Director’s Report – Dr. Goers
 - Marketing
 - Approximately \$150K of the \$250K budget has been spent.
 - Currently have 4 static billboards on I-15, 2 digital billboards 1 on I-15, 1 on Route 31
 - As of 5/10 there will be ads in Hilltop Times, Hilltop Digital, and North Ogden Connections. All will run for 5 months.
 - 5K flyers have been mailed to homes and the additional flyers are being handed out.
 - Informational meetings twice/month are standing room only
 - Marketing Camps are on the website
 - Teachers will be paid \$500/week from the marketing budget
 - 3 buildings have been donated to hold camps
 - Current scholars will not be charged a camp fee, they need to register themselves and invite 1 to 2 friends that are not registered scholars at Capstone. The unregistered friends need to input an email or other means to be contacted.
 - OWTC is donating space for scholar placement testing and informational meetings
 - Standard Examiner increase to direct digital marketing are getting a lot of hits, Sunday paper ads are running, Google Ad Words and Facebook ads were both boosted.
 - Bonnevista Water is getting back to S. Goers to see what can be put in the utility bills to advertise Capstone.
 - Need to order more promo items.
 - Going to Fusion Youth Group.



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- Hired a marketer, Peggy Downs, for the next 3 months as a consultant. She is going to do enrollment and go to businesses. She is very familiar with our charter and wrote a recommendation for Capstone.
 - T. Ross moved to hire Peggy Downs at \$4K for 3 months, pending the review of the documents, P. Munson seconded motion, motion passed. There was no discussion, comments, or objections received.
- Policy and Procedures – S. Goers will review the policies that T. Ross sent for her review. She will get this done by June meeting.
- Enrollment – 199 applications, 118 in enrollment phase, S. Goers is continuing to contact 41 scholars that accepted their seats but have not started the enrollment phase – these scholars need to complete enrollment or they could lose the seat, 5 accepted but did not enroll, 14 declined/unenrolled
- Old Business
 - Amending the Bylaws – P. Munson motioned to table this until the June board meeting, T. Ross seconded the motion, motion passed without objections. The additional time is needed so that the wording can be adjusted.
 - Kitchen Equipment – S. Goers is researching used equipment for \$40K, new equipment would be \$60K. We are trying to find the money in the building budget.
 - Building Update – S. Goers additional \$20K for CenturyLink, the building exterior is being adjusted for budget and availability. C. Gurnee water concern with culverts \$55K to \$65K, HighMark and Erin Preston are working on the unknowns and resolution to the culverts. Moving forward with building permit with the state in case it is needed. S. Goers all the color boards should be complete by tomorrow. The building is still in range for on time completion.
 - Updates from BOD on Public Events
 - P. Munson
 - Davis Arts Council has different level of sponsorship.
 - S. Goers is suggesting that we look at Weber County because we do not have many scholars coming from Layton.
 - No update on Ogden Day/Cherry Days
 - L. Reed
 - Ogden Amphitheatre has availability in July, no pricing yet



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- Ogden Marathon has 15K people, this would be a good opportunity for branding Capstone, not just enrollment
 - \$500 booth for both days, as a virtual sponsor
- Air Show 600K people
 - \$2500 pkg 9 months of advertising
 - \$5000 pkg 12 months of advertising
 - Can sign up until the day before show
- C. Gurnee
 - Peach Days sold out
 - Pregnancy Medical Clinic will allow us to leave flyers at the clinic
- T. Ross
 - Peery Egyptian Theater has left a message to know about the sing-a-longs. S. Goers would like to get in the brochure. Will have Peggy look into that.
 - West Haven Days 22 and 23 June. \$35 fee for booth. Overlapping the Air Show dates. Need to have people to be in 2 places. Peggy will be available to be at booths in general.
 - Need to put events on calendar, so we can see what board members can help.
 - UTEACH was really more about a Lagoon Day. Challenging to get scholars to listen, because scholars go and enjoy the park. S. Goers is planning on going to Physics Day at Lagoon.
 - Chick-fil-A spoke to 12th St location. We can do a spirit night, but it is a minimal fundraiser for now. 15% of food sold is what the school would receive.
- Marketing – trifold brochure B. Donnelson has the digital copy and will be sending it to Peggy.
- ESP RFP update – C Gurnee has posted.
- Spring Board Retreat (April 20-21) – S. Goers proposing that she is present during the Friday retreat and available by phone on Saturday while she is at teacher training.
 - Location: C. Gurnee to identify by Monday.
- New Board Member Packet – T. Ross discussed putting together a board member packet, will take the lead on this and present something to the board.
- At 7:58pm P. Munson moved to close open session and go into executive session. T. Ross seconded motion, motion passed. There was no discussion, comments, or objections received.



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- At 8:33pm P. Munson moved to return to open session, T. Ross seconded, motion passed. There was no discussion, comments, or objections received.
- Adjournment
 - At 8:34 T. Ross moved to adjourn the May 3, 2018 BOD meeting. P. Munson seconded, motion passed. There was no discussion, comments, or objections received.

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting should notify Brittini Donnelson at (801) 389-7138.

Under provision 52-4-102 The Board of Directors of Capstone Classical Academy welcomes public comment. Persons requesting to speak to the board need to sign in on the attendance sheet along with the topic of interest. Resolution of questions or responses to proposals should not be expected at this meeting; staff or others may be asked to research and/or prepare materials and solutions for a later time. Fifteen minutes total have been scheduled for persons requesting to speak. Three minutes will be allotted for individual requests and five minutes will be allotted for group requests. If we receive more requests than the allotted time permits, those requests may be scheduled for the next board meeting. Your concerns may be submitted in writing to the director's office for distribution to the board of directors at any time. We thank you in advance for taking the time to visit the Board this evening.