



## WINTER SPORTS SCHOOL IN PARK CITY BOARD OF TRUSTEES MEETING MINUTES

**COMMITTEE:** Board of Trustees

**MEETING DATE:** December 11, 2019, 5:00 PM, Winter Sports School, Conference Room

**IN ATTENDANCE:** Trustees: Tim Gaylord, Whalen Louis, Abi Wright Grissom, Kristen Haaijer, Emily Cooke, Geoff Crockett, Christie Hind. Via Phone: Bud Canaday, Phil Blake. Non-Trustees: Tess Miner-Farra, Megan Altman, Casey Holmes,

- I. Welcome and Introductions
- II. **Motion:** Approval of minutes from October 9, 2019 BOT meeting. 1<sup>st</sup> Geoff/2<sup>nd</sup> Kristen – unanimously approved
- III. **Motion:** Approval of Christie Hind for BOT 1<sup>st</sup> Whalen/2<sup>nd</sup> Emily – unanimously approved
- IV. Financial update (Red Apple, Bud Canaday, Tess Miner-Farra) All finances in order, discussed textbook expenditures and faculty development expenditure.
- V. Head of School Report (Tess Miner-Farra) Enrollment for the upcoming Spring freshman class already has a waiting list of 6 students. Continued discussion on the Board reviewing our original Charter Goals, college readiness, college acceptance, citizenship. Discussion on the approval of 2 part-time alumni employees for hourly work in our data management and social media presence. One of the employees is Lina Farra, Tess's daughter. Tess emphasized her willingness not to hire Lina if there were any hesitations at all. No one had any objections to hiring Lina and another alumnus part-time for data management. Discussion of Erin Bragg leaving as Development Director. She was instrumental in getting eTapestry in place for data. Also discussed the Fee Schedule, we will approve the Fee schedule at the February meeting.
- VI. **Motion:** Approval of part-time alumni employees. 1<sup>st</sup> Abi/2<sup>nd</sup> Emily – passed unanimously.
- VII. **Potential Motion:** 2020 School Fees Schedule, tabled. Will review at the February Board meeting.
- VIII. Capital Campaign Committee update (Tim and Whalen) Discussion of the promotional materials plan, losing Erin as Development Director. Need for targeted advertising. Need for bigger social media presence and image.
- IX. **Motion:** Approval of spending towards Marketing and Capital Campaign support material for \$25,000. Discussion of the

- specifics of the brochures, videos, and other materials. 1<sup>st</sup> Bud/2<sup>nd</sup> Geoff – passed unanimously.
- X. **Potential Motion:** Approval of spending towards retention of consultant for Capital Campaign. It was agreed that we should pursue the contact we have for a development director. Christie mentioned that PCSS was also looking for a Development Director, perhaps collaboration between PCSS and WSS in the Director would be helpful in finding someone. No motion needed yet.
- XI. Board Chair update (Tim Gaylord) Tim discussed the marketing campaign, our Charter Goals, and pursuing a Development Director.
- XII. Public comment - none
- XIII. Adjourn 1<sup>st</sup> Emily/2<sup>nd</sup> Geoff – passed unanimously.