



**Vacaville Christian Schools
Board Meeting
January 19, 2016 / 6:00 pm**

Board of Directors:	
Ron Myska ~ Chairman *(3 rd , 5/2017)	Amy Kennedy ~ Member at Large *(1 st , 5/2016)
Scott Jacobs ~ Vice-Chairman *(2 nd , 3/2016)	Christopher Lambert ~ Member at Large *(1 st , 9/2016)
Ted Spinardi ~ Treasurer *(2 nd , 7/2017)	Mark Lillis ~ Member at Large *(1 st , 5/2016) Absent
Donna Martian ~ Secretary *(2 nd , 4/2016)	Bejan Pazdel ~ Member at Large *(3 rd , 5/2017)
Michael Alexander ~ Member at Large *(1 st , 6/2016)	Sheilah Tucker ~ Member at Large *(3 rd , 1/2018) Absent
Anthony Grafals ~ Member at Large *(1 st , 4/2018)**	Paul Harrell ~ Head of School
	*(current term, end of current term)

1. Opening Prayer
Meeting called to order with prayer at 6:10 p.m.

2. Devotion
Michael Alexander presented tonight's devotion, "Justification Is a Gift".

Devotion Highlights:

- Romans 3:23-24
- For a church to preach the truth they must understand the doctrine of justification.
- Think of a judge and jury situation. Justification is being declared innocent regardless of the evidence.
- Not only are you declared innocent, the Lord welcomes you in to take part of all He has to offer.
- It is more than forgiveness; it is as if you had never committed the sin.
- Justification cannot be earned.
- Everyone is seeking righteousness and justification. The justification process is how the world works.
- As a Christian, if we truly understand justification, we should not be anxious about daily life.

3. Open Floor
Michelle Aas, Board candidate. No other guests were present.

4. Safety Initiatives – George Allen
Continued to February 23, 2016 Board meeting.

5. Board Applicant Interview – Michelle Aas
The Board conducted an in-depth interview of the candidate.

Michelle Aas left the meeting at 7:45 p.m.

A brief discussion followed the interview. A decision on this applicant is pending further prayer and discussion.

6. Committee Reports

a. Advancement

Paul Harrell provided the Advancement Committee Minutes for January 19, 2016. (Attachment #1)

Paul reported that founding Board members Kathy Freedlund, Dwayne Balcom and Ed Fatzinger will be on campus on January 29th and will be interviewed by Mr. Bartch's film class. This is a great opportunity to document some of VCS' history and the clips will be featured at the upcoming Crab Feed.

Along with the committee minutes, two pro-forma versions were provided, per the Finance Committees request, for the Crab feed.

Board members were reminded to submit their donation for the sponsorship of the Board table to Debbie Huntley. Debbie will send out an information e-mail with the dollar amount and best times to drop off the funds.

b. Marketing

Marketing Committee Minutes for the January 15, 2016 meeting were provided via e-mail for review. (Attachment #2).

The Marketing Committee has discussed the dress code for the upcoming Crab Feed. Paul Harrell will provide the general guidelines.

Paul Harrell requested the February 16, 2016 Board meeting be moved to February 23, 2016. This would enable Becki Manley of Fierce to attend and discuss future marketing plans.

Motion to move the February 2016 Board meeting from February 16, 2016 to February 23, 2016. Times to remain unchanged.

**Motion by Scott Jacobs; 2nd by Anthony Grafals
Motion approved unanimously**

c. Board Development

i. Board Attendance Calendar

All Board members are encouraged to attend the February 20, 2016 Crab Feed.

ii. Committee Charters

All Committee chairpersons were reminded to complete the charter for their committee and submit them to Christopher Lambert.

d. Finance

A summary report of the January 12, 2016 Finance Committee meeting was provided via e-mail to all Board members for their review (Attachment #3). There were no further questions.

The Marketing Committee provided the requested pro-forma for the upcoming Crab Feed.

The topic of a possible military discount was brought up. Paul Harrell reported that upon review of the suggestion, he and the Controller will not be presenting a proposal to the Finance Committee for such a discount.

e. Executive Committee

The Executive Committee did not meet the month of December. The next meeting is scheduled for January 26, 2016.

Ron Myska reviewed the accomplishments of the Head of School over the last year and a half. Per the request of the Board, the Executive Committee will provide a summary of the discussions that have taken place during the committee meetings. This summary will enable Board members to see the type of discussions that are held with the Head of School during these committee meetings and to see what standards of measurements are being discussed. Donna Martian will e-mail this summary to all members within the next few days.

i. Strategic Plan Task Force

The next meeting for the task force is scheduled for January 28, 2016. No further report.

f. Head of School

Paul Harrell reviewed the Head of School Summary Report provided to all Board members. (Attachment #4)

The Board requested Paul Harrell to coordinate a get well message to Mrs. Stockton at the appropriate time.

7. New Business

No new business.

8. Calendared Item

No calendared items.

7. Update and Discussion

Paul Harrell provided a few updates on staff for the Board.

Amy Kennedy requested consistency in the layout of all committee minutes. Scott Jacobs is working on a template for this purpose.

The membership clause found in the Articles of Incorporation was briefly discussed. Anthony Grafals will continue to research this.

8. Action Items

- Debbie Huntley to provide summary information regarding Board sponsored table donation via e-mail – Donna Martian
- Donations for Board sponsored table to Debbie Huntley as soon as possible – All Board Members
- Notify Debbie Huntley of date change for February 2016 Board meeting to enable update on the website – Donna Martian
- Submit completed committee charters to Christopher Lambert – All Committee Chairpersons
- Summary report of discussions regarding Head of School Annual Evaluation e-mailed to all members – Donna Martian

10. Prayer and Adjournment
Meeting adjourned at 9:10 p.m.

**Next Board Meeting ~February 23, 2016 ~ Devotion by Anthony Grafals
Location: College Resource Room 202**

Attachment #1

Advancement Committee Minutes January 19, 2016

- The complete focus for Advancement is the Crab Feed
 - Kathy Freedlund and Dwayne Balcom January 29th will be interviewed by Mr. Bartch's film class
 - Hot buttered crab and ribs are menu items
 - Auction items include: Sonoma Raceway Indy Package, 4 round trip tickets on Southwest Airlines, Giants/Kings tickets and 5 hours of private baseball lesson, Idaho Getaway, In-Shape package with Coach Bubar, personal training, Green Valley & El Macero golf packages (need one more course), private jump house party for 25, Toby Mac Box seats, others in progress
 - Pro-forma attached (low & high versions)

Attachment #2

Marketing BOD Meeting Agenda Friday, January 15, 2016

I. Crab Feed

A. Tickets on Sale as of January 4th via VCS website and on campus.

1. Ticket Prices increased from last year

- a. \$50 to \$60 for Crab Only
- b. \$60 to \$70 for Crab and Ribs
- c. Increase to reflect venue cost increase and rise in crab price for 2016

2. Crab Supply

- a. Crab distributor is confident that California Crab will be available and has locked in our event. Estimated price per pound is up \$0.30 to \$0.60 per pound from last year (possible \$6.90 per pound).

3. Sponsors

- a. Confirmed: Diamond Level \$5000-Sonoma Raceway; Silver Level: \$1000 Scott Ortho and Downtown Lending; Bucket Sponsors \$250: Coldwell Banker Kappel Gateway Realty, Sign Anatomy, Fierce Creative, Vacaville Magazine; Food Sponsors: Texas Roadhouse, Winco, Costco, Burger King
- b. Returning Sponsor letters were sent out January 4th.
- c. New Sponsors- current list of parent employers is available. Asking Partnership to help with approaching new sponsors within the community and from VCS parents.

4. Advertising

- a. Your Town- local event publication distributed to Fairfield, Suisun, Vacaville and Dixon.
- b. Facebook Event created
- c. VCS Website: Home page slider, Events section and new Crab Feed Page
- d. Ebulletins
- e. Crabby Chronicle: Crab Feed Newsletter that will go out via email each and in print every other week to VCS parents
- f. Campus banners and signs

5. VCS Star Awards

- a. VCS past and present families will nominate a VCS member (staff, student, parent, coach, etc.) as a VCS Star- someone who made an impact on their life or their child's life, while at VCS. Stars will be recognized at the event, given an appreciation certificate and a digital copy of all nominees will be placed on the website. Nominees will be notified so they can attend the event.

6. Invitations for past VCS graduated families, staff, board, founding member are being sent out to invite them to the event and ask for a Star nominee.

II. Re-Enrollment

A. Priority Re-Enrollment begins, Tuesday January 19th – Friday, February 19th.

B. \$200 enrollment fee when enrolled by Feb. 19th

1. Parents will be billed via Smart Tuition and see it reflected in the next billing cycle.
2. Parents can make 1 payment of \$200 or they have the option to make 3 payments of \$60/\$70/\$70 when enrolling by Feb. 19th.
3. \$300 enrollment fee when enrolling after Feb. 19th and no payment plan option

C. Parents will receive an email from PowerSchool with each child's secure enrollment login to enroll online via the VCS website. The link will be active at 12:00 p.m. January 19th. All emails will be sent out at 12:00p.m. with registrar is available if parents need assistance.

III. Fierce Create Visit

A. Visit February 19th-February23rd

1. Attend Crab Feed to help with creative element for next year's growth potential
2. Visit VCS Campus for tour of campus to plan for new campus signage and creative
3. Meet with VCS Staff to draw partnership with creative movement
4. Meet with VCS Board to discuss current campaign and creative movement

IV. VCS Marketing Philosophy

A. Campaign vs. Movement

Campaign- a tool used to get customers to know your brand; often a tactic, gimmick. They are finite, they start and stop.

Movement- a movement is full of passion, it is sustainable, it continues over time, is growing, something people identify with and can/want to stand behind.

“Movements have a beginning. But the great ones—the powerful ones, the ones that end up changing the world and lives and even companies—go on and on and on.” – Robbin Phillips, *Brains on Fire*

B. Movement and Marketing working together

We have learned from our community research, meeting with students, families and staff from the launch, to the beginning of year 2 with the TV campaign interviews, people are passionate about VCS, because it is a place they belong to, an environment they thrive in, a second family they cherish. Our families believe in our mission.

1. VCS needs to continue to inspire our current families, students and staff with a passion that drives them to share the VCS story. The movement with our families—their testimony we are safe, we are loving, and we have advanced academics.
2. As families continue to have a positive and true experience with our environment being safe, drug free and nurturing, they will continue to speak to others about joining the VCS family, using our Referral Program as a tool to promote the school.
3. This movement is VCS at its core and is true to our mission. It is an organic movement, that supports and inspires our current and future campaigns –I Belong, I Feel Safe Here, I Excel Here.
4. VCS has changed from a hard sales approach of listing out all the things we do “better” than our competitors. Instead, we use true parent testimonials to reinforce what the feeling and atmosphere is on our campus.
5. Our ads are brand reinforcement to direct people back to the source, the source from which all their friends are sharing testimonials of how VCS is important to them, our website where they find more information and our campus where they tour to see the real product.

C. Future Plans

1. Continue referral program
2. Continue posting parent testimonials
3. Continue to reinforce the 3 main things our parents want to stand behind: Safety, drug free campus and loving staff.
4. Find new ways to further the movement among staff and families

Attachment #3

Finance Meeting Recap
February 12, 2016

Not much to report from this month's meeting. No actions were taken and nothing to bring to the board.

Notes:

Requested a pro-forma budget for this year's crab feed.

Cash balance \$2,096,707 12/15 \$2,100,624

Enrollment holding steady @ 888

Operations proceeding according to budget

Attachment #4

Head of School Board Report
January 19, 2016

Here are the talking points for the upcoming Board meeting:

- Athletics
 - Spring sports are fully staffed with hiring of Reggie Leslie as baseball coach, winter sports continue
 - Updating plans for Boys'/Girls' Soccer move to winter 2016
- Staffing
 - Judy Stockton will be out one week tomorrow as she deals with cervical cancer. She is potentially back March 10th. Her sub will be Daniel Lindsey.
- Plant updates
 - First taste of winter storms hits campus, let the flooding begin...
 - Other
 - Re-enrollment was to begin today but was delayed due to PowerSchool problem
 - Yearly Accreditation report ready to be sent (electronically due 1/20)
 - March 9th Middle School Science Expo, April 25th is the Middle School Red Carpet Gala