



Meeting Minutes of the Board of Directors  
Denver Language School

July 30, 2014

6:00 -8:00 pm

Location: Stapleton Foundation

Voting board members in attendance:

Ryan Hunter  
Kristy Fantz  
Beverly Haddon  
Dan Baack  
Camilla Modesitt  
Kenneth Ho  
Janine Erickson  
Kristy Fantz

Administrators in attendance:

Kathy Benzel, Principal

**Call to Order:**

The meeting was called to order in a public session at 6:08 pm.

**Board Business:**

*Ryan made a motion to approve the June board meeting minutes. Kenneth seconded. All present favored.*

*Kenneth made the motion to nominate Ryan as the Vice Chair. Camilla seconded. Ryan abstained. All present favored.*

*Ryan made the motion to appoint Janine as the new Board Secretary. Camilla seconded. All present favored.*

*Ryan made the motion to reappoint Jacob as Treasurer. Kenneth seconded. All present favored.*

**Board Self Evaluation: (presented by Dan Baack)**

- Dan passed out board the self evaluation checklist that Camilla developed.
- Members need to fill out evaluation form and return it to him before the next board meeting.

**Marketing Committee: (presented by Camilla Modesitt)**

- Camilla will be taking over as chair and working with Beverly on marketing.
- Focus of development: mostly outside community.
- There will be just a key parents to work with on the development campaign. PTA will still be in charge of fundraising with parents.
- Working first on marketing materials and logo; then website.
- Camilla and Kristy spoke with Megan from Zebra Incorporated on the scope of work for the website and logo. They were impressed with her resume and understanding of the project scope.
- Last year, Bev and Erin received a marketing proposal from 3 vendors and Megan was the most reasonable.
- The website and logo proposal was forwarded to the board. Both members felt the proposal was fair and reasonable.
- After the website and marketing material project is finished, Kristy suggested working on marketing videos to help with the comprehensive capital campaign and parent education. Too many negative parents are speaking on behalf of the school. Further, parent education nights are not working. Attendance has been poor.
- Bev agreed that a series of marketing videos would be an important investment for the school to make both for education and marketing the capital campaign.

*Bev moved to accept Zebra Incorporated's bid to develop the logo and website and give her the 50% payment to begin the project. Janine seconded. All present favored.*

**Academic Report: (presented by Kathy Benzel)**

- Kendra is going to be the literacy specialist. English program. Principal license. Instructional coach. .6 position
- Sarah is the Student Development Coordinator; Dean of Students; behavior and social emotional side, RTI, positive support.
- Eva, as Spanish Program Director is second in command.
- TCAP scores are coming. Only Reading was released in the Spring.
- The Board review Kathy's top goals for the 2014-15 academic year. We discussed adding target language literacy to the English Language Development goal.

#### **Facility Report: (presented by Kenneth Ho)**

- Ryan will co-chair the facility committee with Kenneth.
- Facility Committee goals:  
Efforts with regard to facilities.  
\*at capacity last year.  
\*called every church facility
- We submitted to DPS our facilities plan.
- ECE-2, with 3-8 model

#### **Facility Questions**

- Ask DPS about Whiteman Expansion with new attrition numbers?
- Financial Model for Table 1, 2, and 3: 2 facility vs. 1 facility?
- ECE Facility/operating Model with increased FRL %?
- What does BOD need to be prepared for opportunities: scenario analysis viability?
  1. Land scenario (LRA)
  2. School building scenario (Waldorf)
  3. Repurpose bldg (Industrial)
- Risk Analysis of status Quo?
- Criteria/ Parameters for location?
- Pedagogical ramifications?
- Strategic Partners?

1. DPS
2. ULC
3. Walton

*Ryan made the motion to adjourn. Kenneth seconded. All members present favored.  
Adjourned at 8:03 pm.*