

**EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT
CORPORATION BOARD OF DIRECTORS
MEETING MINUTES**

TUESDAY, APRIL 7, 2015

2:00 P.M.

MUNICIPAL PLAZA BUILDING ROOM B

Members Present: Boardmember Elaine Mendoza, Chair, *Mayoral*
Boardmember Dr. Richard Middleton, *District 1*
Boardmember Pamela Ray, *District 2*
Boardmember Richard Perez, *District 4*
Boardmember Gloria Ramirez, *District 5*
Secretary Dr. John Folks, *District 7*
Boardmember Dr. Shari Albright, *District 8*
Boardmember Comelia Black, *District 9*
Boardmember Dr. Linda Foster, *District 10*

Members Absent: Boardmember Major General Joe Robles, *District 3*
Boardmember Lucy Hall, *District 6*

Staff Present: Sheryl Sculley, *City Manager*; Peter Zaroni, *Deputy City Manager*;
Edward Guzman, *City Attorney's Office*; Kathy Bruck, *Pre-K 4 SA*
Chief Executive Officer; Paul Chapman, *Pre-K 4 SA*
Communications Manager/Public Affairs; Johanna Vasquez, *Pre-K*
4 SA

Also Present: Alfredo Martinez, *Pre-K 4 SA Department Fiscal Administrator*;
Christina-Reck Guerra, *Pre-K 4 SA Director of West Education*
Center; William Davenport, *Pre-K 4 SA*; Andrea De La Garza, *Pre-K*
4 SA

Call To Order

Chairwoman Mendoza called the meeting to order.

**1. Approval of minutes of the March 3, 2015 Early Childhood Education
Municipal Development Corporation Board of Directors Meeting**

Boardmember _____ moved to approve the minutes of the January 22, 2015 Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Boardmember _____ seconded the motion. Motion carried unanimously by those present.

**2. Citizens to be Heard [Interested speakers will have 3 minutes to address Pre-K 4
SA Board on Pre-K 4 SA related matters]**

There were no citizens present to speak.

Boardmember _____ moved to approve Items 3, 4 & 5 under Consent Agenda.
Boardmember _____ seconded the motion. Motion carried unanimously by those present.

Consent Agenda

- 3. Possible Board action to approve a contract with Region 20 for student enrollment and attendance software through August 31, 2021 in an amount not to exceed \$158,797.50 [Kathy Bruck, Pre-K 4 SA CEO]**
- 4. Possible Board approval for Pre-K 4 SA to renew the current contract with McGriff, Seibels & Williams of Texas, Inc. for consulting and insurance brokerage service through September 30, 2015 with annual compensation not to exceed \$27,500.00 and monthly compensation not to exceed \$2,291.66 [Kathy Bruck, Pre-K 4 SA CEO]**
- 5. Possible Board approval for Pre-K 4 SA to renew and revise the current contract for speech therapy services with Assessment, Intervention, and Management through May 31, 2018 in an amount not to exceed \$180,000.00 [Kathy Bruck, Pre-K 4 SA CEO]**

Individual Briefings

- 6. Staff briefing of the development and implementation of the Pre-K 4 SA Strategic Plan with a specific update for the Partnerships and Communication goals [Kathy Bruck, Pre-K 4 SA CEO]**

Kathy Bruck, Pre-K 4 SA CEO provided a briefing of the development and implementation of the Pre-K 4 SA Strategic plan. She presented the following overview:

- Strategic Plan
 - Strategic Goals
 - Priorities and Timelines
- Quarterly Reports
- Partnerships & Communication Goals

Ms. Bruck introduced Paul Chapman, Pre-K 4 SA Communications Relations Manager. Mr. Chapman presented the following highpoints:

- Goal
- Objectives
- Activity
- Outputs
- Outcomes/Community Impact

Chairwoman Mendoza asked of the timeline for proposed metrics and data. Ms. Bruck replied that the metrics would be available in August of 2015 and the data in October of 2015. She

noted that remaining goals would be presented during the forthcoming May and June Board meetings.

Boardmember Ramirez suggested changing the word affinity in the goal.

Boardmember Foster asked Mr. Chapman of his background and experience. Mr. Chapman responded that he had 20 years experience working with ad agency to include: packaged goods, social marketing and political campaigns. He added that he had worked at the Children's Museum to re-launch their new brand, prior to Pre-K 4 SA.

7. Staff briefing and Board approval of the Pre-K 4 SA Fiscal Year 2016 Annual Operating Budget, appropriation of funds, and Personnel Complement authorization [Kathy Bruck, Pre-K 4 SA CEO]

Ms. Bruck provided a briefing of Pre-K 4 SA Fiscal Year 2016. She presented the following:

- FY2016 Proposed budget
- Pre-K 4 SA Organization
- Pre-K 4 SA Overview
- FY 2015 Accomplishments
- FY 2016 Proposed Budget
- FY 2016 Proposed Budget Revenue
- FY 2016 Proposed Budget by Program
- Pre-K 4 SA Education Center Services
- Transportation Services
- Facilities, Leases & Maintenance
- Professional Development
- Public Relations/Marketing
- Program Assessment
- Administration
- FY 2016 Improvements
- FY 2016 Proposed Budget Personnel Complement
- FY 2016 Proposed Budget Summary

Boardmember Middleton asked of the Average Daily Attendance (ADA) percentage. Ms. Bruck responded that the ADA was at approximately 93%. He asked of concerns regarding state legislature proposals. Sheryl Sculley, City Manager replied that Pre-K 4 SA staff would follow up with the Intergovernmental Relations (IGR) director regarding potential caps on taxes from the state.

Boardmember Ray asked if the United States Department of Agriculture (USDA) increase was based on all four education centers. Ms. Bruck clarified that the USDA grant was based on all four centers. She noted that it was Pre-K 4 SA's first full year in placement with USDA.

Boardmember Folks asked if staff salary increases were determined internally by the City. Mr. Zaroni and Ms. Bruck confirmed that salary increases were determined by the City and that the estimated increase included additional teachers and staff.

Boardmember Folks asked if there was a nurse at each center and of the additional nurse recommendation. Ms. Bruck stated that there was a nurse at each center and noted that the additional nurse would be a floater to provide extra support to all centers. Boardmember Ramirez asked if there was more medical need at one center versus another center. Ms. Bruck replied that there was not more need at one center at this time. She noted that if the need for one-on-one or more extensive services for a student with disabilities did arise, there would be a recommendation to place student in the ISD where the student could receive more comprehensive services in a setting with a smaller teacher: pupil ratio.

Chairwoman Mendoza asked if the transportation need trend was increasing. Ms. Bruck replied that the transportation need was increasing. She reported that one depot was going to be removed and one added to the Thousand Oak Library where more need was requested. Mr. Zandoni stated that to-date ridership was at 20%. He informed the Board that staff was analyzing different transportation models.

Boardmember Black asked of the number of assistants riding the bus with students. Ms. Bruck confirmed that one assistant to 18 students rode the bus with students. She noted that between eight to 25 students rode the bus, and that one to two assistants were on the bus with students (two if there were more than 18 riders).

Chairwoman Mendoza asked if maintenance costs were budgeted for the fiscal year. Ms. Bruck replied that maintenance costs were on said budget. Chairwoman Mendoza asked of a goal plan for maintenance. Ms. Bruck replied that there was not a goal plan at this time. She expanded on the challenging work for maintenance staff, to include having to work between 6:00 pm and 10:30 pm, after school hours when the students were gone for the day. Mr. Zandoni noted that there were additional maintenance responsibilities such as: refreshing playground equipment, exterior maintenance and replacing counter tops.

Boardmember Albright asked of the frequency of Professional Development (PD) coaches in and out of their offices. Ms. Bruck stated that the PD coaches did spend time in their office developing presentations. She reported that if a coach was coaching a teacher, the teacher at times would shadow someone in a classroom at a center. She noted that coaches worked in their office daily to include some evenings and Saturdays.

Chairwoman Mendoza asked of measuring PD. Ms. Bruck expanded on ongoing work with Linda Hamilton, Director of PD and offered to provide metrics to the Board at a forthcoming meeting.

Chairwoman Mendoza asked if the PR Communications Relations Manager was managing the contractor. Ms. Bruck replied that Mr. Chapman was managing the PR contract and stated that they convened weekly for communication status updates. She expanded on Mr. Chapman's experience and knowledge.

Boardmember Middleton asked if City legal was used. Ms. Bruck and Mr. Zandoni confirmed that internal and external legal were used.

Boardmember Perez asked of the number of students served in the program. Ms. Bruck replied that 1,720 students were scheduled to be served and reported that the West Education Center had a high demand. She noted that the ultimate goal was 2,000. Ms. Bruck expanded on increasing

student slots at the Centers. Sheryl Sculley, City Manager provided an overview of the business plans that included the following:

- Year 1: 700 students at two centers (350 each center, North and South)
- Year 2: 1,500 students at four centers
- Year 3: 1,750 students (1,000 at North and West) and (750 at South and East based on demand)
- Year 4: 2,000 students (500 at each center - full capacity) plus grant program
- Additional 1,750 students through private, charter, public schools or other
- Years 6, 7 & 8: Total of 3,750 students served annually for the last three years of program, prior to second vote

Chairwoman Mendoza asked if Pre-K 4 SA was delivering quality education as promised to voters. Ms. Bruck replied that she felt confident of having delivered high quality education to students. Furthermore, she expanded on the CLASS evaluations and the importance of coaching teachers.

Boardmember Albright stated the importance of delivering Professional Development to partners.

Boardmember Ray asked if said budget included application fees for accreditation and asked of the date for submission of the application. Ms. Bruck replied that the application would be submitted in September for the North and South Centers. She noted that the East and West Centers would begin the informal self-assessment process at that same time.

Boardmember Ramirez asked of marketing strategies in Spanish. Ms. Bruck expanded on direct mail that had been delivered to families in Spanish. She noted that non English proficient applicants doubled this year.

Boardmember Middleton requested comparisons on the budget. Ms. Bruck concurred with Boardmember Middleton and offered to provide comparisons of the budget to the Board.

Ms. Sculley noted the difficulty in obtaining data from ISDs and indicated the importance of said data for tracking and evaluating the worthiness of the program. Discussion ensued regarding obtaining student data.

Boardmember Middleton moved to approve the Pre-K 4 SA Fiscal Year 2016 Annual Operating Budget, appropriation of funds, and Personnel Complement authorization. Boardmember Foster seconded the motion. Motion carried unanimously by those present.

Mr. Zanoni announced that said budget would go to B Session on May 13, 2015 and to the full City Council on May 14, 2015 for approval of adopted budget.

8. Pre-K 4 SA Program Update [Kathy Bruck, Pre-K 4 SA CEO]

Ms. Bruck presented the following updates:

- Lottery scheduled for Wednesday, April 8, 2015 at 9:00 a.m.
- Registration to begin on April 13, 2015

- Met with East Central Superintendent of Schools, Mr. Roland Toscano
 - Mr. Toscano was interested in Pre-K 4 SA, Professional Development and Coaching
 - Mr. Toscano's issue was working with the School Board
- Communicated via email with Judson ISD, Dr. Montoya, Superintendent of Schools
- Superintendents' Advisory meeting took place on Wednesday, April 1, 2015
 - Edgewood ISD may need more slots
- TEA – Student Teachers
- Strong interest on competitive grant funds
- Internal Audit areas of concern have been resolved
- Handbook changes were made
- Parent school agreement was finalized

Boardmember Albright requested a briefing on grants for next Board meeting.

9. The next meeting of the Board of Directors meeting is scheduled to take place on Tuesday, May 5, 2015 at 2:00 p.m.

Adjournment

There being no further discussion, the meeting was adjourned at 3:46 p.m.

Respectfully Submitted,

Elaine Mendoza, Chairperson

Martha G. Lambaria
Pre-K 4 SA