

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

**TUESDAY, AUGUST 4, 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 Major General Joe Robles, *District 3*  
Boardmember Richard Perez, *District 4*  
Boardmember Gloria Ramirez, *District 5*  
Boardmember Dr. Shari Albright, *District 8*

---

**Members Absent:** Boardmember Lucy Hall, *District 6*  
Secretary Dr. John Folks, *District 7*  
Boardmember Comelia Black, *District 9*  
Boardmember Dr. Linda Foster, *District 10*

---

**Staff Present:** 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*; Alfredo Martinez, *Pre-K 4 SA Department Fiscal Administrator*; Martha Lambaria, *Pre-K 4 SA*

---

**Also Present:** Linda Hamilton, *Pre-K 4 SA Director of Professional Development*; Belinda Gonzalez, *Pre-K 4 SA Director of South Education Center*; Christina Reck- Guerra, *Pre-K 4 SA Director of West Education Center*; Lauren Decker, *Ph.D., Edvance Research Inc. Senior Researcher*; Ana Acevedo, *CoSA Education Policy Administrator*; William Davenport, *Pre-K 4 SA*; Andrea De La Garza, *Pre-K 4 SA*; Sarah Perez, *Pre-K 4 SA*

---

**Item 11 was addressed at this time.**

**11. Pre-K 4 SA CEO Report to include student enrollment for the 2015-2016 year, mini grants, program grants, Kindergarten readiness assessment results, and data sharing agreements [Kathy Bruck, Pre-K 4 SA CEO]**

Kathy Bruck, Pre-K 4 SA CEO presented the following CEO updates:

- **Enrollment Status**

Chairwoman Mendoza asked of the enrollment goal. Ms. Bruck replied that the goal was 1700 enrollees and offered to break down the enrollment goals per center. Peter Zaroni, Deputy City Manager reported the following enrollment numbers to date per Center:

- North 500
- West 420
- South 420
- East 380

- Innovative Mini-Grants

- USAA Foundation provided a gift of \$100,000

Chairwoman Mendoza thanked General Robles for the donation. Boardmember Robles expanded on the importance of concept and innovation. Ms. Bruck stated that funds would be to stimulate innovation throughout the program by providing mini-grants to support innovative projects teams of staff propose to pilot. At the conclusion of each project, the team would submit an evaluation and a toolkit for replication which would be available for staff program wide.

Boardmembers Perez and Ray entered the meeting at this time.

### **Call To Order**

Chairwoman Mendoza called the meeting to order.

Ms. Bruck proceeded with the Mini-Grants presentation.

- Innovative Mini-Grants

Boardmember Ramirez asked if field trips were eligible under the mini grants. Ms. Bruck replied that field trips were eligible if they were supporting the strategic plan. She noted that field trips were already built into the regular budget for each center.

Ms. Bruck continued with the Competitive Grants presentation.

- Competitive Grants
  - Public and Charter Schools
  - Private and Parochial Schools
  - Child Care Centers
  - RFA timeline

Boardmember Perez asked if the aforementioned was in order of priority or category, and expanded on the importance of child care centers. Ms. Bruck explained that the list was of categories. She informed the Board that Child Care Centers would not receive direct funding but would be offered packages of services. Boardmember Perez emphasized that child care centers were in need of grants the most and recommended to increase the amount of those grants. Ms. Bruck noted that the grants were still in a preliminary stage.

Boardmember Ray concurred with Boardmember Perez and emphasized the importance of Pre-K 4 SA quality not quantity. She expanded on the importance of the Pre-K 4 SA image and expectations. Ms. Bruck confirmed that the minimum standards would be implemented.

Boardmember Middleton asked of discussions with ISDs regarding implementing and supporting full day. Ms. Bruck stated that ISDs would open full day in their higher need communities.

Boardmember Ramirez requested more detail and asked to consider more staff and facilities. She suggested including the following four areas: extended day (may include after school care), curriculum and technology, staff, and facilities.

Boardmember Middleton asked if grants were annual. Ms Bruck replied that she was considering one year grants with option to renew for one year for each of two cycles. She stated that she would report back to the Board regarding grants.

Ms. Bruck continued with the Data Sharing presentation.

- Data-Sharing Agreements
- General Updates

Boardmember Perez recommended that Ms. Bruck speak with Marissa Perez, State Board Education Representative regarding the data sharing agreement. Ms. Bruck replied that she would contact Ms. Perez and thanked Boardmember Perez for his recommendation.

Ms. Bruck announced that Pre-K 4 SA's first day of school was on August 24, 2015 and invited the Board to attend.

**Item 1 was addressed at this time.**

**1. Approval of Minutes of the May 19, 2015 Early Childhood Education Municipal Development Corporation Board of Directors Meeting**

Boardmember Perez moved to approve the Minutes of the May 19, 2015 Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Boardmember Middleton 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 at this time.

Boardmember Perez moved to approve Items 3, 4, 5, 6, 7, and 8 under Consent Agenda. Boardmember Albright seconded the motion. Motion carried unanimously by those present.

**Consent Agenda**

- 3. Consideration to approve the following three facility improvement projects totaling approximately \$24,850.00 funded by \$2.6 million in remaining capital construction project funds: [Kathy Bruck, Pre-K 4 SA CEO]**
  - a. Installation of a shade window cover at the North Education Center for approximately \$700.00**
  - b. Installation of carpeting in the South Education Center Training Rooms for approximately \$17,650**
  - c. Construction of an additional Family Specialist office at the South Education Center for approximately 6,500**
- 4. Consideration to amend the current contract for supplemental curriculum with Frog Street Press, Inc. from the total approved dollar value of \$350,000.00 to**

**\$420,000.00 to provide for additional classrooms added to increase enrollment [Kathy Bruck, Pre-K 4 SA CEO]**

- 5. Consideration to amend the current contract for transportation services with Star Shuttle, Inc. for a term ending on June 30, 2018 to increase the total value of the contract from \$2.1 million to \$4.4 million reflecting continued services from June 1, 2013 until June 30, 2018 [Kathy Bruck, Pre-K 4 SA CEO]**
- 6. Consideration to ratify a one-time purchase of 10 TeachSmart boards and annual maintenance services from Hatch Inc. for use in additional classrooms due to increased enrollment in the four Education Centers for a total cost of \$78,636.60 [Kathy Bruck, Pre-K 4 SA CEO]**
- 7. Consideration to ratify a \$3.3 million federal grant submitted by Edvance and NIEER in order to provide a comparative analysis of Pre-K 4 SA students' achievement versus a control group on Kindergarten Readiness achievement to measure the effectiveness of Pre-K 4 SA intervention, this would augment the current study of Pre-K 4 SA [Kathy Bruck, Pre-K 4 SA CEO]**
- 8. Consideration to ratify the purchase of insurance coverage from Markel American Insurance Company for Pre-K 4 SA for a total annual premium of \$105,558.00 exceeding the \$100,000.00 limit approved during the May 19, 2015 Board of Directors meeting [Kathy Bruck, Pre-K 4 SA CEO]**

#### **Individual Briefings**

- 9. Staff briefing of the Pre-K 4 SA Marketing Plan for the 2015-2016 school year and Board consideration to approve an increase of \$280,000.00 to the Pre-K 4 SA Public Relations/Marketing budget to be funded by savings in other program areas resulting in a total FY 2016 budget of \$659,361.00 [Kathy Bruck, Pre-K 4 SA CEO]**

Ms. Bruck introduced Paul Chapman, Pre-K 4 SA Communications Manager/Public Affairs. Mr. Chapman provided a briefing of the Marketing Plan for the 2015-2016 school year. He presented the following marketing strategy:

- Overview
- Objectives
- Background
- Approach: Breadth and Depth
- Approach: Multi-Audience Messaging
- Approach: Key Imperatives
- Approach: Spend
- Budget & Plan
- FY 2016 Spend Proposal
- FY 2016 Communications Topline Plan
- FY 2016 Detailed Plan

Boardmember Middleton asked if surveying had been conducted. Mr. Chapman replied that he had not conducted surveys to date.

Boardmember Ramirez asked of the Spanish component. Mr. Chapman replied that the Spanish component was in voters stream, family stream, language stream and the culturally relevant component. Boardmember Ramirez suggested adding Latino relevant events to the cross targeted events.

Boardmember Albright suggested being cognizant and sensitive of stating “Only Pre-K 4 SA” in marketing strategies. Mr. Chapman assured Boardmember Albright that he would keep the language friendly.

Boardmember Ray asked for clarification of brand redesign. Mr. Chapman denoted the current school house logo was not aligned with Pre-K 4 SA’s vision of innovation. He informed the Board that the brand redesign would include a logo and tag, and would create a recognizable brand with tone and consistency to the marketplace and consumers.

Boardmember Robles asked how success was measured and of the goal after spending half a million dollars. Mr. Chapman replied that his hope was for increased applications and votes in favor of the continuation of Pre-K 4 SA. He added that he hoped for favorable awareness and attitude measures. Boardmember Robles requested feedback to include tracking and metrics. Mr. Chapman indicated that there should be benchmarks in a month.

Boardmember Middleton asked for clarification on the budget increase of \$280,000.00 that was already in the budget and of the areas it was allotted at this time. Alfredo Martinez, Department Fiscal Administrator explained that the savings from the professional development facility lease could be moved or that other dollars could be absorbed from every center. Mr. Zanoni reiterated that the savings from not leasing a PD facility would fund the additional marketing plan. Boardmember Middleton requested to memorialize that the money saved from a PD lease would fund the additional marketing plan. Boardmember Ray concurred with Boardmember Robles and requested that a detailed memorial of cost successes be shown. Mr. Martinez offered to include the marketing plan into the revised budget. Ms. Bruck reported that said marketing plan would include a much more thoughtful approach. Chairwoman Mendoza reiterated to track the metrics and report back to the Board.

Boardmember Perez moved to approve an increase of \$280,000.00 to the Pre-K 4 SA Public Relations/Marketing budget to be funded by savings in other program areas resulting in a total FY 2016 budget of \$659,361.00. Boardmember Middleton seconded the motion. Motion carried unanimously by those present.

**10. Staff briefing of the Pre-K 4 SA 2015-2016 Strategic Plan to include goals, objectives, and performance measures for the program [Kathy Bruck, Pre-K 4 SA CEO]**

Ms. Bruck provided a briefing of the Pre-K 4 SA 2015-2016 Strategic Plan. She presented the following goals, objectives and performance measures:

- Background
- Details of Plan
- Vision

- Goals
- Format
- Format: Overview
- Format: Strategic Goals
- Format: Priorities & Timelines
  - Goal 1: Educational Programs
  - Goal 2: Professional Development
  - Goal 3: Partnerships

Boardmember Albright asked of the method used at this time to get parent feedback. Ms. Bruck replied that surveys and interviews were used through focus groups or teachers for obtaining parent feedback.

Boardmember Ray asked of NAEYC. Ms. Bruck stated that NAEYC would fit into the educational program and that it would be added to the strategic plan objective.

- Goal 4: Enrollment
- Goal 5: Family Engagement
- Goal 6: Innovation and Research
- Goal 7: Communications

Chairwoman Mendoza requested a timeline for each Goal at next Board meeting.

Boardmember Robles requested a budget to document the strategic plan.

Boardmember Middleton asked if there was an attendance rate goal. Ms. Bruck replied that a goal for the attendance rate would be put into an objective in the strategic plan.

Boardmember Ramirez asked if there was a visitors log for dignitaries, public officials, politicians, officials, educators, and professionals visiting Pre-K 4 SA. Ms. Bruck stated that she would implement an attendance log for said visitors.

### **Consideration of Future Meetings**

**11. The next meeting of the Board of Directors meeting is scheduled to take place on Tuesday, September 1, 2015 at 2:00 pm.**

### **Adjournment**

There being no further discussion, the meeting was adjourned at 3:30 p.m.

*Respectfully Submitted,*

\_\_\_\_\_  
*Elaine Mendoza, Chairperson*

\_\_\_\_\_  
*Martha G. Lambaria*  
*Pre-K 4 SA*