

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

**TUESDAY, APRIL 5, 2016  
2:00 P.M.  
MUNICIPAL PLAZA ROOM B**

**Members Present:** Boardmember Elaine Mendoza, Chair, *Mayoral*  
Boardmember Pamela Ray, *District 2*  
Boardmember Major General Joe Robles, *District 3*  
Boardmember Richard Perez, *District 4*  
Boardmember Gloria Ramirez, *District 5*  
Boardmember Lucy Hall, *District 6*  
Boardmember Frances Guzman, *District 7*  
Boardmember Dr. Shari Albright, Secretary, *District 8*  
Boardmember Dr. Gogi Dickson, *District 9*  
Boardmember Dr. Linda Foster, *District 10*

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**Members Absent:** Boardmember Dr. Richard Middleton, *District 1*

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**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*; Alfredo Martinez, *Pre-K 4 SA Department*  
*Fiscal Administrator*; Laura Sambrano, *Finance*

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**Also Present:** Ana Acevedo, *CoSA Education Policy Administrator*; Linda Hamilton,  
*Pre-K 4 SA*; Christina Reck-Guerra, *Pre-K 4 SA*; Paul Chapman, *Pre-*  
*K 4 SA*; Andrea Rodriguez, *Pre-K 4 SA*; Brad Davenport, *Pre-K 4 SA*;  
Krista Solie, *Pre-K 4 SA*; Sarah Perez, *Pre-K 4 SA*; Vickie W. Garza,  
*Pre-K 4 SA*

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**Call To Order**

Chairwoman Mendoza called the meeting to order.

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

There were no citizens to speak.

**Individual Briefings**

- 2. Briefing and Board approval of entities receiving awards from the Pre-K 4 SA Competitive Grants Program with a total value of up to \$4.2 million and approval of a template agreement for the grant program [Kathy Bruck, Pre-K 4 SA CEO]**

Boardmember Hall, Deputy City Manager Zaroni and City Manager Sculley entered the meeting at this time.

Ms. Bruck gave a briefing on the entities recommended to receive awards from Pre-K 4 SA Competitive Grants:

- Timeline
- April 5<sup>th</sup> Approval
- Next Steps
- Recommendations
  - Recommended Proposals
    - Recommended: Half to Full Day
    - Recommended: Full to Extended Day
    - Recommended: Enhancement
  - Funding Recommendations: Overview
    - Funding: Public/Charter
    - Funding: Private/Parochial
    - Funding: Childcare Centers

Boardmember Ramirez requested an explanation of why Harlandale received 35% of their original request. Ms. Bruck responded that the original request was for program enhancement and other districts requested assistance with full day or extended day which resulted in the cost difference.

Boardmember Dickson questioned why George Gervin was not accepted. Ms. Bruck responded that they are not licensed and referenced other safety issues.

Boardmember Ramirez mentioned a concern about innovation. Ms. Bruck mentioned Harlandale's pre-K STEM program and the Catholic School dual language programs which are two of only 15 in the United States. The SAISD extended day program will work with local artists with more possibilities for innovation.

Boardmember Ray requested elaboration on the evaluation process that is expected towards the end of the program. Ms. Bruck mentioned that quarterly reports and metrics will be expected from the grantees. Chairwoman Mendoza mentioned the template agreement and asked if anyone had questions. City Attorney Guzman briefly described that the contract template agreement for review is tailored to education. Staff also worked on audit provisions, scopes of work, and performance measures for each entity.

Boardmember Hall mentioned accountability for extended day by grantees. City Attorney Guzman referenced indemnification language in the template. Boardmember Guzman questioned if any of the grantees requested field trips that would include travel. City Attorney Guzman confirmed he would make sure to review the scope of work regarding field trips.

Boardmember Perez motioned to approve the entities receiving awards from Pre-K 4 SA Competitive Grants Program as a whole. Boardmember Guzman seconded the motion. Motion carried unanimously by those present.

Boardmember Guzman lastly commented that this presents us an opportunity to be innovative with family leadership. She also mentioned that the families can become advocates for their children.

Chairwoman Mendoza referred to the consent agendas listed at the end of the agenda and explained that they are all part of procurement for the grant.

## **Consent Agenda**

- 7. Authorizing an amendment to the lease with Flamingo Cay LLC for the Pre-K 4 SA West property to align the Premises description to reflect the recorded plat document and confirm the number of parking spaces provided in the original lease document and include language in support of the development of the adjacent City-owned property for Pre-K purposes [Kathy Bruck, Pre-K 4 SA CEO]**
- 8. Authorizing the following purchases of classroom supplies and equipment:**
  - a. Lakeshore Equipment Company DBA Lakeshore Learning Materials for Pre-K 4 SA classrooms in an amount not to exceed \$215,000.00 and for Pre-K 4 SA grant awardees in an amount not to exceed \$180,000.00**
  - b. Kaplan Early Learning Company for Pre-K 4 SA classrooms in an amount not to exceed \$119,000.00 and for Pre-K 4 SA grant awardees in an amount not to exceed \$27,000.00 [Kathy Bruck, Pre-K 4 SA CEO]**
- 9. Authorizing the following purchases of technology from Hatch, Inc.:**
  - a. Eleven (11) Interactive TeachSmart Boards for new Pre-K 4 SA classrooms in an amount not to exceed \$87,000.00**
  - b. iStartSmart Mobile Tablets and iStartSmart Pre-K Computer Learning Centers for Pre-K 4 SA grant awardees in an amount not to exceed \$66,000.00 [Kathy Bruck, Pre-K 4 SA CEO]**
- 10. Authorizing the purchase and installation of classroom furniture from Community Products LLC DBA Community Playthings for Pre-K 4 SA classrooms in an amount not to exceed \$35,000.00 and Pre-K 4 SA grant awardees in an amount not to exceed \$79,000.00 [Kathy Bruck, Pre-K 4 SA CEO]**
- 11. Authorizing amendments to curriculum contracts with the following vendors:**
  - a. Increase the Frog Street Press, Inc. total contract value by \$80,000.00 resulting in a total contract value not to exceed \$500,000.00 to purchase \$39,600.00 in curriculum for new Pre-K 4 SA classrooms and \$68,800.00 for Pre-K 4 SA grant awardees**
  - b. Increase Teaching Strategies by \$30,000.00 resulting in a total contract value not to exceed \$190,000.00 and revise the current agreement to include additional study sets with \$21,989.81 to purchase Gold Assessments for Pre-K 4 SA students and \$7,739.20 in curriculum for Pre-K 4 SA grant awardees [Kathy Bruck, Pre-K 4 SA CEO]**
- 12. Approving a contract with Executive Recruiter Denise Smith Consulting LLC in an amount not to exceed \$70,000.00 [Kathy Bruck, Pre-K 4 SA CEO]**
- 13. Approving the Pre-K 4 SA 2016-17 academic calendar [Kathy Bruck, Pre-K 4 SA CEO]**

Boardmember Perez motioned to approve the consent agendas for Pre-K 4 SA Competitive Grants Program. Boardmember Albright seconded the motion. Motion carried unanimously by those present.

## Individual Briefings

### **3. Briefing and Board approval of the Pre-K 4 SA Fiscal Year 2017 Annual Operating Budget, appropriation of funds, and Personnel Complement authorization [Kathy Bruck, Pre-K 4 SA CEO; Alfredo Martinez, Pre-K 4 SA Department Fiscal Administrator]**

Mr. Martinez gave a briefing of the Pre-K 4 SA Fiscal Year 2017 Annual Operating Budget, appropriation of funds, and Personnel Complement authorization with the following items:

- FY 2017 Proposed Budget
  - Organization
  - Overview
  - FY 2016 Accomplishments
    - Appropriations
    - Revenue
    - By Program
    - Education Center Services
  - FY 2017 Reductions
  - Transportation Services
  - Facilities, Leases & Maintenance
  - FY 2017 Additions
  - Competitive Grants
  - Professional Development
  - Program Assessment
  - Public Relations/Marketing
  - Administration
  - Personnel Complement
  - Efficiency Studies
  - Proposed Budget Summary

Boardmember Robles questioned the hiring for vacant positions and keeping them filled. Mr. Martinez mentioned the centers do a good job on keeping them filled and there is not a large turnover rate. Chairwoman Mendoza referenced the trends in transportation. Mr. Martinez mentioned the transportation routes are evaluated every year determined on the needs of the children using the depots.

Ramirez questioned the sliding scale tuition on the huge difference. Mr. Martinez mentioned that in the new year there will be more students attending and the population in tuition will increase.

Boardmember Ramirez motioned to approve the Fiscal Year 2017 Annual Operating Budget. Boardmember Ray seconded the motion. Motion carried unanimously by those present.

### **4. Briefing and Board approval of a no-cost five-year lease agreement between the City of San Antonio and the San Antonio Early Childhood Education Municipal Development Corporation beginning upon City Council approval and ending June 30, 2021 for a 4.476 acre parcel of land located at 1243 Enrique M. Barrera Parkway (State Highway 151) to be utilized for additional playground area and staff parking for Pre-K 4 SA West Education Center [Kathy Bruck, Pre-K 4 SA CEO]**

Ms. Bruck gave a briefing on the no-cost five-year lease agreement between the City of San Antonio and the San Antonio Early Childhood Education Municipal Development Corporation.

- Background
- Current Issues
- Potential Playground Rendering
- Timeline
- Recommendations

Boardmember Hall questioned about current owner of the property. Ms. Bruck and Mr. Zaroni responded that the land in question is not owned by the city.

Boardmember Ray wanted to make sure she understood that Pre-K is in compliance with the square footage and the number of children. Ms. Bruck reiterated her response. As Pre-K 4 SA receives more students, the ratio is not as manageable and necessitates an additional playground.

Boardmember Foster questioned if the construction would be completed by the fall. Ms. Bruck mentioned it would be completed within a few months into the school year.

Boardmember Ray questioned the playground schedules. Ms. Bruck responded the children visit the playgrounds an hour a day in 30 minute blocks.

Boardmember Foster motioned to approve the no-cost five-year lease agreement between the City of San Antonio and the San Antonio Early Childhood Education Municipal Development Corporation. Boardmember Hall seconded the motion. Motion carried unanimously by those present.

**5. Briefing and Board approval of a contract with Creative Noggin, LLC for professional management services related to marketing outreach and public relations for the Pre-K 4 SA program in an amount not to exceed \$328,000.00 [Paul Chapman, Pre-K 4 SA Communications Manager]**

Mr. Chapman gave a briefing on the contract with Creative Noggin, LLC for the professional management services related to marketing outreach and public relations for the Pre-K 4 SA program in an amount not to exceed \$328,000.

- Background
- Timeline
- Scoring Criteria
- Recommendation: Agency
  - Creative Noggin
    - Synergistic Structure
    - Synergistic Experience
- Next Steps

Boardmember Ramirez questioned if the marketing information will be bilingual. Mr. Chapman responded that it would. Chairwoman Mendoza requested an explanation of the funding amount. Mr. Chapman explained the difference in funding for FY 2016 and FY 2017.

Boardmember Foster motioned to approve the contract with Creative Noggin for the professional management services related to marketing outreach and public relations for the Pre-K 4 SA program. Boardmember Albright seconded the motion. Motion carried unanimously by those present.

**6. Briefing of the Pre-K 4 SA Chief Executive Officer recruitment process being conducted by Denise Smith LLC [Elaine Mendoza, Board Chairperson; Peter Zanoni, Deputy City Manager]**

Deputy City Manager Zanoni gave a briefing of the Pre-K 4 SA Chief Executive Officer recruitment process being conducted by Denise Smith with a timeline and process overview.

Chairwoman Mendoza reiterated with the process and timeline for the Pre-K 4 SA Chief Executive Officer.

**Consideration of Future Meetings**

**14. The next meeting of the Board of Directors meeting is scheduled to take place on Monday, May 9, 2016 at 2:00 pm.**

**Adjournment**

**There being no further discussion, the meeting was adjourned at 3:05 p.m.**

Boardmember Robles moved to adjourn the Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Boardmember Ramirez seconded the motion. Motion carried unanimously by those present.

*Respectfully Submitted,*

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*Elaine Mendoza, Chairperson*

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*Vickie W. Garza, Pre-K 4 SA*