

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

**TUESDAY, OCTOBER 1, 2019  
2:00 PM**

**NORTH EDUCATION CENTER, TRAINING ROOM 1**

**Members Present:** Board Member Elaine Mendoza, Chair, *Mayoral*  
Board Member Dr. Richard Middleton, *District 1*  
Board Member Brandon Logan, *District 2*  
Board Member Richard Perez, *District 4*  
Board Member Gloria Ramirez, *District 5*  
Board Member Dr. Tracy Hurley, *District 6*  
Board Member Frances Guzman, *District 7*  
Board Member Dr. Shari Albright, Secretary, *District 8*  
Board Member Dr. Gogi Dickson, *District 9*

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**Members Absent:** Board Member Major General Joe Robles, *District 3*  
Board Member Jenni Laster, *District 10*

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**Staff Present:** Sarah Baray, Ph.D., *Pre-K 4 SA Chief Executive Officer*; Shreya Shah, *City Attorney's Office*; Lauren Decker-Woodrow, *Westat*; Paul Chapman, *Pre-K 4 SA*; Jill Byrd, *Creative Noggin*; Amanda Davila, *Creative Noggin*

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**Also Present:** Andie Rodriguez, *Pre-K 4 SA*; Larrisa Wilkinson, *Pre-K 4 SA*; Vickie Garza, *Pre-K 4 SA*; Marivel Tinajero, *Pre-K 4 SA*; Rosario Reyes, *Pre-K 4 SA*; Dana Chang, *Pre-K 4 SA*; Dante Bell, *Pre-K 4 SA*; Alfredo Martinez, *Pre-K 4 SA*; Diana Lopez, *Pre-K 4 SA*; Joe De La Rosa, *Pre-K 4 SA*; Brad Davenport, *Pre-K 4 SA*; Peter Maciel, *Pre-K 4 SA*; Ruben Betancourt, *Pre-K 4 SA*; Lillian McFarlin, *Pre-K 4 SA*; Colleen Moore, *Pre-K 4 SA*; David Villarreal, *Pre-K 4 SA*; Jessica Ariza; Tracy Marlowe, *Creative Noggin*; Milee Ray, *City Council District 9*; Samantha Wickwire, *City Council District 10*; Krista Torralva, *San Antonio Express News*

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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 the Pre-K 4 SA Board on Pre-K related matters]**

There were no citizens to be heard.

- 2. Approval of minutes of the August 6, 2019 Early Childhood Education Municipal Development Corporation Board of Directors Meeting**

Board Member Logan moved to approve the minutes of the August 6, 2019 Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Board Member Middleton seconded the motion. Motion carried unanimously by those present.

The board resumed with item #5 for technology reasons.

## **Consent Agenda**

### **Individual Briefings**

#### **5. Briefing of Family Engagement analysis by Westat [Lauren Decker-Woodrow, Ph.D., Westat Senior Study Director]**

Dr. Decker-Woodrow briefed the board on the Family Engagement analysis survey for school year 2018-19. The online survey was offered to parents/guardians of students. The survey resulted in positive outcomes.

The board went into discussion regarding the intensity of the survey and how it was categorized and offered to the parents.

Dr. Baray clarified this was a part of the full independent evaluation and will bring more will be brought to the board later in the year.

#### **6. Staff briefing of 2019-20 communications plan [Brad Davenport, Pre-K 4 SA Chief Operating Officer]**

Mr. Chapman briefed the board on the 2019-20 communications plan along with Ms. Davila and Ms. Byrd. They reviewed the core strategies, planning parameters, continuous media coverage throughout the year and making note of focus areas. They moved on to the earned media objectives focusing on awareness, professional learning, and grants. They finished with the earned media strategy that covered generating education and interest. They gave a sneak peak of the upcoming digital signage.

The board went into discussion regarding the next steps in moving forward with educating the community of how Pre-K 4 SA has benefited beyond the four walls through family engagement, grants, and professional learning.

### **CEO Update**

#### **3. CEO Updated to include Gardendale, Early Matters San Antonio, new hires, social emotional learning, and promotion and outreach [Sarah Baray, Ph.D., Pre-K 4 SA CEO]**

Before Dr. Baray began her CEO update she mentioned Alfredo “Freddy” Martinez has received a promoted to with the Finance Department and introduced his replacement Diana Lopez. She also mentioned the Communications Teams newest member, Peter Maciel.

Dr. Baray began her CEO Update briefly mentioning the Gardendale Early Learning Program Grand Opening. She moved on to the launch of Early Matters San Antonio, which is formed by business and civic leaders who will work together to look at the early learning landscape and where the next moves are for San Antonio. She moved on to Promotion and Outreach where she attended the Early Matter San Antonio Press Conference, presented at the Texas A&M Chancellor Summit on Teacher Education, spoke to the San Antonio Rotary Club. She will be attending Chicago to

visit sites for Early Matters San Antonio and will be part of a panel discussion with CityHealth Webinar. She mentioned the Trinity University Urban Education Center will be visiting the North Center, and our Pre-K 4 SA Alumni Reunion will take place on October 19 at the San Antonio Food Bank. Dr. Baray also mentioned events that will take place during the month of November that include Pre-K 4 SA Open House, participating in City Fest with the Rivard Report, National League of Cities Pre-Conference, and Conference. In December, she will be attending Learning Forward Conference with Ms. Wilkinson and to school district partners.

**4. Staff briefing of accelerated student registration period and expanded eligibility for the 2020-21 school year with a start date of November 2019 lasting through January 2020 [Sarah Baray, Ph.D., Pre-K 4 SA CEO]**

Dr. Baray began briefing the board on accelerated student registration period and expanding eligibility for the 2020-21 school year. She reviewed the historical student registration and the changing education landscape. She mentioned a citywide effort to improve or simplify with a common application timeframe November – February. She noted opportunities to expand eligibility in response to HB3.

The board went into discussion regarding expanding eligibility for enrollment.

Dr. Baray mentioned this will be brought back to the board in November.

**Consideration of Future Meetings**

- 7. The next meeting of the Board of Directors is scheduled to take place on Tuesday, September 10 at 2:00 p.m. at the North Education Center.**

**Adjournment**

**There being no further discussion, the meeting was adjourned at 3:22 p.m.**

*Respectfully Submitted,*

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

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*Elaine Mendoza, Chairperson*