

**EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT
CORPORATION BOARD OF DIRECTORS
MEETING MINUTES
TUESDAY, SEPTEMBER 8, 2020
2:00 PM
VIDEOCONFERENCE**

Members Present: Board Member Elaine Mendoza, Chair, *Mayoral*
Board Member Dr. Richard Middleton, *District 1*
Board Member Brandon Logan, *District 2*
Board Member Joe De La Garza, *District 3*
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*
Board Member Jan Kirby, *District 10*

Members Absent:

Staff Present: Sarah Baray, Ph.D., *Pre-K 4 SA Chief Executive Officer*; Carlos Contreras, *Assistant City Manager*; Shreya Shah, *City Attorney's Office*; Brad Davenport, *Pre-K 4 SA*; Paul Chapman, *Pre-K 4 SA*; Jill Byrd, *Creative Noggin*; Amanda Davila, *Creative Noggin*; Eryanne Taft, *Pre-K 4 SA*;

Also Present: Vickie Garza, *Pre-K 4 SA*; Michelle Montemayor, *Pre-K 4SA*; Daisy Castillo, *Pre-K 4 SA*; Joe De La Rosa, *Pre-K 4 SA*; Chelsea Mikulencak, *City Attorney's Office*; Larrisa Wilkinson, *Pre-K 4 SA*; Samantha Wickwire, *District 10 Council Office*; Liz Hardaway, *San Antonio Express News*

Call To Order

Chairwoman Mendoza called the meeting to order via video conferencing.

1. Public Comments [Interested speakers will have 3 minutes to address the Pre-K 4 SA Board on Pre-K related matters]

There were no public comments to be heard.

2. Approval of minutes of the August 3, 2020 Early Childhood Education Municipal Development Corporation Board of Directors Meeting

Board member Perez moved to approve the minutes of the August 3, 2020 Early Childhood Education Municipal Development Corporation Board of Directors Meeting. Board Member Guzman seconded the motion. Motion carried unanimously by those present.

Board Member De La Garza joined the meeting at this time.

Chairwoman Mendoza recognized Dr. Baray to say a few words and offer a moment of silence in remembrance of Robert Hiller, a Pre-K 4 SA maintenance worker who recently passed away..

CEO Update

3. CEO Update to include student enrollment, Family Reunion, partnership updates, and promotion and outreach [Sarah Baray, Ph.D., Pre-K 4 SA CEO]

Dr. Baray began her CEO update with an update on enrollment. She highlighted the first day of in person instruction being a success, and provided an overview of the In-Person Learning Track phased-in approach. Parents are utilizing the ProCare App for contactless drop-off/pick-up. Phase 1 began on September 8, and allowed for up to 60 students per center. These students were prioritized based on need for childcare services or having special needs. She discussed the next phase, which will add five to eight students for each classroom bringing our total to 150 students at each center. Phase 3 would have a maximum of 10 students in each classroom, and a total of 250 at each center. Enrollment numbers are slowly rising, and currently stand at 71% with a maximum of 1,000 students for in person learning. Families are still concerned with childcare services in light of COVID-19. The enrollment team is working diligently to reaffirm with families that we can safely serve their child here at the centers. Our outreach has continued with individual families, and also child development centers who have four-year old's in attendance. Pre-K 4 SA is offering to partner up and give support where needed. This effort will help ramp up enrollment numbers over the next month.

Dr. Baray mentioned the upcoming 2nd Annual Family Reunion that will take place Saturday, September 19 from 9:00 AM – 1:00 PM at Nelson Wolff Municipal Stadium. Special guests will include City Council members, City Manager, and City mascots. She mentioned that the team is still accepting video submissions if board members were interested in giving a congratulatory message.

She continued her CEO update with Partnerships. Pre-K 4 SA, Vooks, and Charles Butt Foundation provided a free one-year subscription to families with children between the ages of 4 – 6 and early childhood leaders. There have been 5,687 redemptions by families and 526 redemptions by educators. The Nuff, “Book of the Year” for Pre-K 4 SA, has been shared with students and teachers at the End of Year celebration and Convocation. Pre-K 4 SA facilitated distribution of 5,000 copies across Texas through Early Matters partnership. She also provided an update on the Teachers for Toddlers (T4T) Initiative, which aims to increase the quality of instruction and care in infant and toddler classrooms through incentives for credentials and retention. Pre-K 4 SA received a generous donation from the Beldon Foundation of \$25,000 grant to offer a pilot cohort for Spring 2020 to the Shared Services groups. Eight participants attended and a second cohort will be offered this August to 20 participants because of such positive feedback from previous attendees.

Dr. Baray next discussed plans for a potential 1882 partnership with Edgewood ISD at Perales Elementary. Pre-K 4 SA submitted an application in conjunction with Texas A&M University San Antonio to Edgewood ISD. If Edgewood decides to move forward with the application, Pre-K 4 SA will bring the Performance Agreement to the board in November to approve. This partnership would begin in the 2021-2022 school year.

Dr. Baray finished her update with Promotion and Outreach She highlighted August's engagements, which included a presentation to the South San Antonio ISD Board of Directors. Several media outlets visited Pre-K 4 SA for a media tour, regarding opening up education centers for school year. She participated in the SA Express News Editorial Review Board, SA Chamber Education and Workforce Development Council Meeting, North San Antonio Chamber Meeting, and South Chamber Meeting. In September, Dr. Baray will be at the San Antonio Youth Literacy Luncheon, Women's Chamber of Commerce Meeting, District 9 Neighborhood Alliance Meeting, SA 2020 10 – year celebration, and the SA Report Early Matters Panel.

Consent Agenda

- 4. Board action to approve an amendment to the Professional Services agreement with HighScope Educational Research Foundation to increase the contract value by \$340,000.00, which would amend the current contract value from \$600,000.00 to \$940,000.00, to provide HighScope professional development services to partner districts and programs through the 2020-2021 school year [Larrisa Wilkinson, Pre-K 4 SA Director of Professional Learning and Innovation]**

Board Member Perez moved to approve consent agenda 4. Board Member Albright seconded the motion. Motion carried unanimously by those present.

Individual Briefings

- 5. Staff and Agency update and review of 2019-20 marketing activities and metrics to include: paid, earned and owned media marketing, public relations, and key messaging [Paul Chapman, Pre-K 4 SA Chief Marketing and Communications Officer; Amanda Davila, Creative Noggin Account Supervisor; Jill Byrd, Creative Noggin Senior Public Relations Account Supervisor]**

Mr. Chapman and Creative Noggin Team reviewed the Marketing activities and metrics that included paid, earned and owned media marketing, public relations, and key messaging. Mr. Chapman gave a review of the last few months and the shift in focus Pre-K 4 SA made from enrollment and education to changing the landscape in the centers due to the impacts of COVID. Ms. Davila and Ms. Byrd reviewed in detail the marketing and media for SY 2019 – 20.

- 6. Briefing of Pre-K 4 SA's technology plan to support Remote Learning, including distribution of iPads and internet services [Sarah Baray, Ph.D., Pre-K 4 SA CEO]**

Dr. Baray provided an update on the issuance of iPad devices and internet services for Pre-K 4 SA families. She reviewed the process for how parents request iPads, to delivery of device to families. Family Specialists will provide technical support with assistance from Operations Team and ITSD. She gave a breakdown of current inventory, rented iPads, and the devices needed to be replaced. The total request for iPad devices currently sits at 436. The anticipated costs for devices totals \$155,588.56. Dr. Baray shared how other ISD's are offering Remote Learning Support to families.

Board members went into discussion regarding the technology plan. Board Member Hurley inquired about protection for the devices, and how much coverage Apple Care offers for lost or damaged devices.

Consideration of Future Meetings

- 7. The next meeting of the Board of Directors is scheduled to take place on Tuesday, October 6, 2020 at 2:00 p.m.**

Adjournment

There being no further discussion, the meeting was adjourned at 3:40 p.m.

Respectfully Submitted,

Elaine Mendoza, Chairperson

Vickie W. Garza, Pre-K 4 SA