

**New Mexico School for the Arts (NMSA)
Parent Association
NMSA-PA**

Meeting Minutes

October 6, 2012

I. Call to order

President Cathy Weber called to order the regular meeting of the NMSA-PA at 11:06 am on October 6 at the school's location.

II. Sign Roll Call Sheet

Roll Call Sheet

Those in attendance were asked to sign in. According to the sign in sheet, the following persons were present:

Lauren Smith	Tammy Orr	Sherry Garcia
Jake Cohen	Chriss O'Neill	Charles Hoy
Lois Harvie	Shelley Robinson	Julie Dean
Cathy Weber	Ben Joyce	Megan Stavrowsky
Wanicha Burapa	Riis Gonzales	Renee Martinez
Cydney Martin	Judy Herzl	Mariana Camionschu-Civale
Leonardo Civale	Inez Russell Gomez	Karen Conley
Joey Chavez		

III. Introductions

Introductions were completed.

IV. Review and Approval of minutes from June Meeting

To save time, the procedure is that draft minutes are available before the meeting by emailing any one of the following individuals, Cathy Weber, Chriss O'Neill or Sherry Garcia. A limited number of copies will be available at the meeting. Minute's approval is on the agenda at the end of the meeting to give everyone a chance to read the minutes from the last meeting.

V. Review, Additions and Approval of the Agenda

No items were added to the end of the agenda for today.

VI. Assign a Timekeeper

Cathy Weber agreed to be today's timekeeper.

VII. Old Business

Special Report by Riis Gonzales

This presentation reviewed the different funding between the academic portion of the school and the art institute portion of the school. Riis is available to provide this information and a PowerPoint is also available with the complete information.

The school from 9:00 a.m. to 2:00 p.m. is funded by a formula for each student provided by the legislature through the PED (approximately \$1.7 million per year). From 2:00 -5:00 p.m. is private funding and the need is \$1.3 million this year to maintain programs. The internal goal is \$1.5 million.

The Art Institute has the same mission as the Charter School. The Board was 12 members and this year four new members were added. The NMSA website has information about the Board members. There are three committees: Executive, Finance, and Development/Marketing/Communication. There will be a new one added: Education. The purpose of the Education Committee will be to bridge between charter school and the Art Program.

Riis provided information about the sources of private funding for the school.

- Founding members donate \$200k per year (\$250K this year)
- Anonymous funding member \$200k per year
- Board of Directors \$30k per year
- 84% of staff and faculty contributed last year
- Database has grown since 2010 from 0 to 1600 constituents and 600 are active donors
- Art Spring raised \$34K

Goals and Targets for this year:

- Ask everyone for multiyear pledges: consider 5 year pledges
- ID 4 new founding partner prospects
- Increase face to face meetings for possible donors
- Double corporate donors
- Make website donor friendly
- Cultivate donors and their recognition: i.e. "Circle of Arts" recognition event on October 30 for individuals who donated \$1k or more

Opportunities

- We have almost 200 students
- Support parent network (fundraising and coordination)
 - Parent Business Directory: Parents supporting parent businesses
- Earned Income strategies
 - License plates
 - T-shirts (requires someone to run the store, keep inventory, run online sales etc.)
 - We welcome more ideas
- Stewardship Plan (How did your gift impact NMSA?)
- Marketing and Communication Action Plan (Had ABQ Journal here last week creating an article; also working with the New Mexican Newspaper.)
- Art Spring 2013: How can we double the income from this?
- Arts Fee: Explain to people where the money goes
 - Last year 29 parents paid \$1K and 54 paid under \$1K
 - 71 parents contributed last year which raised \$39K
 - 17 parents called regarding financial hardship and asked how they could volunteer
 - 3 families on free or reduced lunch program found a way to contribute \$1k
- Secured a 10 year /\$500K pledge

Short-Term Goals

- Priority on fund raising
- Staff evaluation and goals
- Staff-parent-board confidence and trust

Long-Term Goals

- \$1.5 million endowment so the school can operate in advance
- Establish department endowments to cover ongoing expenses
- Constitutional Amendment to create permanent funding for the school (like others NMMI; NMMSD; NMVHB)

Riis researched three other charter schools with a similar mission to NMSA. One in Arizona (1995); Alabama (1971); and South Carolina (1999). Their funding is higher and they have higher operating budgets. NMSA has to raise more funds by far than these schools. Yet our graduation rates after only 2 years of operation are very similar 96%; 95%; 99% and 100%. The important point is this type of school works to keep students in school and well educated.

- ✓ Riis asks that folks think of three people you know who may be interested in supporting our school and send that information to him.
- ✓ An idea was offered to create an alumni contribution base
- ✓ A question was asked if NMSA qualifies for Title 1 funds due to the percentage of students who are at or below poverty rate.
- ✓ Charles Hoy offered that some parents could provide ideas or be a sounding board for ideas to raise money or create a foundation.

VIII. New business

- Treasurer's Report: reviewed later in the meeting**
- School Culture Report by Joey Chavez

Mr. Chavez announced that he will be attending all meetings of the NMSA-PA from now on. Principal Montoya is focused on meeting requirements to fulfill the charter. He stated that there are many different organizations at the school and he's become the contact for all these organizations.

One of the goals for the school is to identify the culture and insure that parents and students know what it is visually and verbally. He has been meeting with all the groups to get their ideas. He is then taking the information and sorting it into categories. (i.e.; lunch periods; internal and external to the building; school day; and trash receptacles). He will then convey the information to Ms. Montoya.

An example of what can be done was that students thought if a trash could be placed out front; it would be easier to make sure trash didn't end up out front. If trash cans could be painted they would be more identifiable. Another example, in order to clear clutter they created several specialized bulletin boards.

Mr. Chavez then discussed the fact that one of the reasons NMSA got an A rating was the number of bonus points it received due to volunteer hours and in kind contributions. NMSA is at a disadvantage and loses one whole point out of seven because we do not have sports teams. Therefore, he is spearheading capturing all the volunteer hours spent on all the activities. Planning hours count as well. In addition, Ms. Montoya is championing art activities to replace athletics for NMSA. It is very important that everyone capture their time spent on school activities, clubs, groups and their time and money. He has a form for this and wants to make sure that everyone uses it and turns them in.

- ✓ An idea was given to put it on the website. However, there was something like that and it is better if coordinators who know what is going on can coordinate capturing the information.
- ✓ Another idea was that the NMSA-PA needs a box in the office so that information can be shared with us.
- ✓ Students say that the community doesn't know NMSA is here. They suggested banners between the posts out front that describe what the different parts of the school. The archdiocese approved this but the city needs to approve.
- ✓ Judy Herzl suggested that if approved, she knows a vendor that might donate the banners.
- ✓ Another parent asked that everything to do with parents be placed in one location on the website to make it easier.
- ✓ Another parent indicated that the school calendar on the website is from last year.
- ✓ It was suggested that the master calendar is correct and everyone should check it to make sure everything is on the calendar.
- ✓ It was announced that parents can subscribe to the calendar with an app called icalendar.
- ✓ It was suggested that there is a parent tab on the website and most of the information is there.

IX. Officer Committee Task Force Reports & Updates

- a) **Year Book:** Megan Stravrowsky presented that the students have great ideas and are very adept at creating the year book. She is there to guide and they do need some support. They have an idea to purchase 100 disposable cameras, sell them for \$5 each and have students use these to capture pictures around the school for the year book. They are requesting \$100 from the NMSA-PA for this purpose.

MOTION: Karen Conley moved that the NMSA provide \$100 to the year book committee to buy cameras to sell to students to take pictures for the year book. Jake Cohen seconded. Passed unanimously.

- b) **Dance Department:** A performance is coming up and Shelley Robinson will send out an email. It is a Visual Arts and Dance collaboration.

- c) **Theater Department:** December 9 is the Applebee's event. Tickets are \$8 and Applebee's receives \$2 and the rest goes to the school. It is a very successful event that Rob and Cara Evans are coordinating. There also will be raffle for an Ipad and maybe a Kindle Fire. Contact Joey or Cathy for more information.

- d) **Music Department:** The department has a voluntary meeting that occurs once a month to get parents on board. They have all state auditions on October 17th and last year almost all students were accepted. All State is the second weekend in January at UNM. Check the master calendar. For fund raising they want to get busking licenses for students to be able to play downtown and ask for donations. The license costs \$35. Karen Conley/Jake Cohen and other parents will buy one license but is hoping that the NMSA-PA will help them buy a license as well. **MOTION:** Jake Cohen moved that the NMSA-PA provide \$35 to purchase a busking license to allow the kids to perform and make money if approved by the Music Department Chair. Lois Harvie seconded. Passed Unanimously.

- e) **Visual Arts Department:** November 9 is the Birch Event at the University of Arts and Design. There will be a silent auction and participation by local artists and voluntary event for students.

- f) **Student Council Dance:** Chriss O'Neill reported that the first dance is the same night as the Birch event. It will be at the school from 7-11 p.m. and the theme is "Night under the Stars". Parent volunteers are needed for food/drinks; set-up; and chaperones. An email will go out about this.

X. Administration/Staff Reports

No report was given.

XI. Additional Agenda Items

There were none.

XII. Future Agenda Items

None were identified during the meeting.

XIII. Approval of Minutes

Chriss O'Neill moved to accept the minutes of the September 1, 2012 meeting as written.
Jake Cohen seconded. The motion passed unanimously.

XIV. Next Meeting

The next meeting is Saturday November 3, 2012 at 11:00 a.m. (This is Cathy's birthday)

XV. Adjournment

President Weber adjourned the meeting at 12:32 pm.

Minutes submitted by: Sherry Garcia, Secretary