Maple Grove Charter School
A Collaborative Exploratory Learning Charter
Governance Board Meeting Minutes
DATE: Monday, January 9, 2023 TIME: 6:00 pm

Mission: Maple Grove Charter School seeks to develop the whole child through the provision of exploratory experiences where students will engage in a hands-on approach in project development through cultural connections to our traditions, opportunities and our greater community.

Vision: Maple Grove Charter School will honor and sustain our proud history and traditions through educational excellence for community students, families, and residents.

1. Call to Order
   6:02 p.m.

2. Pledge of Allegiance

3. Roll Call - Shaina Franzen, Jasmin Skerven, Kelly Hirn, Dawn Nonn, Rebecca Primm, Angie Servi, Kelly Soczka Steidinger and Cindy Artus (non-voting)
   Present: Shaina Franzen, Kelly Hirn, Rebecca Primm, Kelly Soczka Steidinger, & Cindy Artus
   Absent: Jasmin Skerven, Dawn Nonn, Angie Servi

4. Written notice of this meeting has been posted.

5. Approval of minutes from the November 2022 Board Meeting and December 2022 Board Meeting.
   Rebecca moved to approve the November and December minutes as digitally provided. Shaina seconded the motion. Motion passed.

6. Acknowledge Public Participation – Community members can address the Governance Board if they wish to do so. Public comments will be noted and addressed later in the meeting by the Board. Any public comments not relating to an agenda item for this meeting will be discussed at an upcoming meeting.
   No comments or questions presented.

7. Recognition - Governance Board, Principal and/or Superintendent will take this opportunity to recognize community members, teachers, parents, etc. who have supported Maple Grove Charter School during the past month. Any thank you notes or other positive correspondence received will also be shared at this time.
   No comments or questions presented.

8. New Business:

   8.1 Review MGCS application form and process (10 minutes)

   Robin Hanson walked the committee through the open enrollment application form and process. The open enrollment period will begin on February 6 through April 28, 2023. Robin sent out information to parents via the school newsletter. She stated that we need to continue

to teach the public about what open enrollment is and how it works. Current students do NOT need to complete the application again.
A discussion ensued about what the criteria is now and in the future for a potential waiting list and lottery for enrollment. We are only 9 students from 100 students, which is the "targeted" goal of enrollment. Yet, another document potentially states our goal is 120. These two items need to be clarified in a future meeting to ensure that these policies and targets are clear, as well as, match across policy documents.

8.2 Discuss and Approve Marketing Expenses/Strategies for Open House - $5,000 budget available for current year if needed (20 minutes).

Since the open enrollment period will be starting shortly, a brainstorming session was conducted to suss out ideas. The current budget for this year's marketing efforts for the "open house" is $5,000. The MGCS open house will be held on March 9, 2023. There will be Olive Garden's soup and salad provided. Additionally, there will be a hot chocolate bar and a "potential" bonfire, and a student inverted art show. Classroom teachers will be present in n their rooms for questions.

Here is a list of the following ideas of places that we could market the "open house" event:

1) **Midwest Communication (Radio & Video Options) and Digital Billboard on Hwy. 29 - Kelly Soczka Steidinger will investigate and report back at the January 24th meeting with cost estimates. Commute times were suggested for targeting parents with radio spots.**
2) **Facebook/Instagram ADs - Kelly Hirn will investigate and report back at the January 24th meeting with cost estimates.**
3) **The Hamburg Fire Station is installing a new digital sign on Hwy A. This could be a potential place to advertise.**
4) **Merrill Radio Station - 96.3 was suggested and will be investigated.**
5) **T.V. Commercials - Robin suggested that Sarah Hackett could be helpful in crafting the MGCS's narrative for marketing purposes. Rebecca discussed her husband's exceptional videography skills.**
6) **Google Small Business Marketing was suggested as an option by Kelly Soczka Steidinger as well.**

Since the marketing committee has not been officially formed yet, a virtual (Zoom) meeting will be held on Tuesday, January 24, 2022 at 6 p.m.

9. Ongoing Business:

9.1 Establish outcomes and procedures for committees (15 minutes)

Tabled until next meeting.

9.2 Friends of Maple Grove, Inc. Finances (10 minutes)

No questions were asked.

9.3 Principal's Report - including MGCS Financials, WI Charter School Grant Financials and Updates, Student Achievement, etc. (time allocation: 15 minutes)

Robin Hanson reported that the school has had 3 snow days and will need to make one day up, but the details are unclear yet as to how the Athens School District plans to do so. Students may or may not have to come back after Memorial Day. Due to the lack of stable internet in the district, Athens does not require virtual learning on snow days.

Robin reported that the MGCS students continue to participate in school forest trips and to ensure the bus is full, various classrooms participated in one day excursions with Sandy. December's reading incentive was cookie & ornament decorating.

Mid-year student screening is coming and student goal setting will occur based on fall scores for spring outcomes.

Additionally, mid-year faculty and staff evaluations are coming up. Robin is in the process of completing classroom observations.

Fired-up to Read begins next week Wednesday on Jan 18, 2023. The Hamburg Fire Department volunteers will be coming in to read to students from 8-9 a.m. for the next few weeks.

Robin thanked Cindy Artus for organizing and hosting the Polar Express event for the kindergarten and 5th grade classes.

The construction and assembly of the maple sap lines continues. Since the assembly was more labor intensive than originally anticipated, students were given demonstrations last week of how the sap lines are being assembled. A group of 5th graders did have an opportunity to try to assist in assembly. The air line hose was added and the drop lines are almost completed. Wes will be writing an invoice for some of his installment services that pay with grant funds.

Robin reported that the school will be leasing some entry floor mats and outdoor mats from a company that collects and cleans them every two weeks. Additionally, the mat at the entrance of the school will have the MGCS logo. She discovered that the MGCS and the Athens district was eligible for a discount program, which resulted in the net savings of $80 a month for the Athens School District.

9.4 Superintendent's Report (10 minutes)

None.

9.5 School Board meeting updates Link: School District Budget reduction information (10 minutes)

Since Andrea wasn't present, Robin filled in the group about budget reduction discussions. Andrea presented staff suggestions for budget reductions to the board. Numerous items were discussed including ideas for reducing the cost of busing, supplies, etc. The board also outlined 4 options for moving forward to referendum and will still reduce the budget, regardless of the result of the potential April referendum.

9.6 Maple Grove Foundation Updates (time allocation: 5 minutes)

Peter reported that although the Wausau School district passed a 33 million dollar referendum, they will be closing 5 schools. 2 of the schools will be reopened at charter schools.

10. Adjournment

Kelly Soczka Steidinger moved to adjourn the meeting. Kelly Hirn seconded. Motion passed. Meeting adjourned at 8:12 p.m.