

Canyonside Christian School, Inc.
Board of Directors Meeting
PUBLIC Minutes

February 2, 2009

Individuals Present: Sharon Bettencourt, Mark de Jong, Chuck Hilt, Dan Kuka, Sandy Pittock, Jamie Shetler, and Sarah Weg.

1. **Opening Prayer**
2. **Approval of Minutes from January BOD Meeting** – A motion was made to accept the January Board of Directors minutes. Motion Seconded and Carried (MSC)
3. **Parental and Community Concerns** –No parental and/or community concerns were discussed at this time. Canyonside Christian School parents are encouraged to attend CCS Board meetings at any time to discuss issues of concerns, ideas, etc.
4. **Committee Updates**
 - A. **Financial Committee/Auction Committee**– Many of the Financial Committee members are actively working on the upcoming spring auction. The date for CCS’s spring auction is March 27th. Susie Millenkamp reported that the Auction Committee will meet again on Wednesday, February 11, 2009 in the CCS Library at 4:30 p.m. The Spring Auction will be held on March 27th at the Portuguese Hall in Wendell. High Adventure Dutch Oven Grill will be catering the event. The Auction Committee is actively seeking donations from Magic Valley residents and businesses. All CCS families are encouraged to participate in this event.
 - B. **PTF** – PTF will be selling balloon and candy grams for Valentine’s Day. It was discussed that a room parent meeting would be beneficial to assist new room parents in planning for the spring auction. Jamie Shetler agreed to contact Renee de Jong and encourage that a meeting be scheduled. Mr. Kuka reported that PTF has set a date for Grandparent’s Day. Grandparent’s Day will be held on April 9, 2009.
5. **Fundraiser Updates**
 - A. **Believing-In –Miracles II** – Mr. Kuka reported that the Believing in Miracles II Campaign has brought in approximately \$38, 400 thus far. The CCS Board of Directors thanked the businesses and families who had donated. Money continues to come in from this fundraiser.
 - B. **Internet Fundraising** – Mr. Kuka reported that the School Mall Fundraiser was administered during the last week of January.

6. **Marketing Committee**

Sarah Weg, Marketing Committee Chair, reported on the progress of the Marketing Committee. Sarah stated that the Committee met on January 22, 2009. Each member of the Committee provided important information including a comparison among CCS and local daycares, a list of area churches and a media list to access for free advertising. The Marketing Committee discussed the importance of getting out information to the community regarding the educational opportunities at CCS. Committee members, along with Mr. Kuka will prepare for the Jerome Chamber of Commerce February Business After Hours Trade Show on Wednesday, February 18th. The Committee has also announced three upcoming Open Houses to be held for community members interested in learning more about CCS. Open House dates have been set for March 10th, April 14th and May 12th.

Marketing Goals – Sarah discussed the Marketing Committee’s goals with the BOD. These include increasing enrollment numbers, establishing a marketing plan, creating relationships with members of the Jerome Chamber of Commerce, creating a new brochure, establishing unified marketing materials and getting the word out about CCS in the Magic Valley Community. The Board discussed the importance of having a consistent branding or logo. The BOD voted and adopted an official CCS logo and silver and blue as the school colors.

BOD and Admin Commitments – The Marketing Committee discussed the importance of having the Boards Commitment in seeing the marketing plan through. Sandy Pittock expressed her concerns about various scenarios and asked the Board if they were prepared to address numerous different enrollment options. The BOD discussed these options and is committed to increasing enrollment at CCS. The BOD thanked Sarah, Sandy, Dana and Ann-Pell for their awesome efforts related to marketing. Any other individuals interested in joining the Marketing Committee are encouraged to contact Sarah Weg. The Marketing Committee will meet on Thursday, February 12th at 6:30 in the CCS Library.

7. **Administrator Updates**

Mr. Kuka provided the BOD with an update on school related matters. His update included information related to recent school activities, current enrollment figures, facility maintenance updates, CCS service learning projects, CCS staff updates, curriculum updates and other school related information. A copy of the administrator update can be obtained by contacting Mr. Kuka.

8. **CCS Policy and Procedure Manual**

Mr. Kuka presented the BOD with an updated draft of the CCS Policy and Procedure Manual. The Board members examined the manual. A motion was made to accept the manual, with changes being made to the discrimination practices portion of the document and omitting information contained under the admissions philosophy portion of the document. MSC.

Other grammatical errors were fixed and the new CCS Policy and Procedure Manual will be made available prior to the March 12th Open House. This document will be posted on the CCS website upon completion.

9. **CCS Improvement Survey**
Jamie Shetler stated that she felt that for CCS to continue to improve, regular evaluations of the BOD, administration and staff were essential. CCS teachers are regularly evaluated. The BOD will discuss this “improvement survey” at a later Board meeting.
10. **CCS Graduation**– A CCS parent has requested that the Sixth grade graduation be moved to Wednesday, May 20th. The BOD asked Mr. Kuka to survey 6th grade parents to see if this could be agreed upon. The Board agreed to this date change unless sixth grade parents have an issue with the proposed change.
11. **Magic Valley Christian Fellowship**
The Board of Directors discussed the recent meeting with Magic Valley Christian’s Board of Directors. Board members agreed to continue to encourage activities between Magic Valley Christian and CCS such as mentorship programs, performing groups, etc. Sandy Pittock stated that she felt that CCS should also be teaming up with the Jerome School District to enhance opportunities for our older students. The Board asked Mr. Kuka to look into opportunities with the Jerome School District and Magic Valley Christian School to enhance educational and extracurricular activities for CCS students.

EXECUTIVE SESSION

12. **Faculty and Staff Updates**
Faculty and staff personnel issues were discussed.
13. **Financial Update**
Sharon Bettencourt provided the BOD with an in-depth look at CCS’s current financial state. Booklets were provided to BOD members and all spending and family accounts were reviewed.
14. **Next Meeting**- The next BOD meeting is scheduled for Monday, March 2, 2009 at 5:30 in the CCS Library.
15. **Closing Prayer**