

**DESTIN HIGH SCHOOL  
GOVERNING BOARD  
MINUTES  
July 11, 2019  
10:00am CST**

Call in Number: 571.317.3122

Access Code: 841.926.397#

**IN ATTENDANCE:**

Myra Williams, Prebble Ramswell, Denise Fountain, Sarah Stone, Heidi Locicero, Dr. Mitch Silver, Jim Luttrell, Kim Kopp

CEN: Lindsey Granger, Christy Noe, Kim Cavanah

SFS: Keith Spence, Desirae Kennemur, Amanda Eldridge

**NEW BUSINESS:**

Prebble Ramswell

Discussed elements of Sunday presentation, background, rationale with DUMC Board. Church will vote in person July 14. There will be no campaigning to encourage get out to vote, only whisper campaign. Church does not have proxy voting, must vote in person that day, very positive. The Church is not looking for 75%-25% or 60%-40%, must have 98% yes to sell.

The church does not have blueprints of buildings. They may have sketches. The church will let us know as soon as possible the day of vote.

Sarah spoke with Mike Wind at Grace Lutheran. He is positive regarding the decision. Mike thought Grace could use the DUMC for free, or for just utilities. However, that was conveyed by DUMC, not DHS. Mike is now aware there will be rent involved. We'll need to come up with leasing amounts for Jacob's Ladder pre-school as well.

On Power Point, we'll need an updated version. Several have been working on updates. Sarah requested that the Denise send the latest version to Prebble. (Marketing and PR will update as needed).

Myra Williams  
CSP

Lindsey Granger will be dividing up our charter application into sections so we all will not be responsible for the entire explanation. We should decide who is going to the review. Kim Kopp and Dr. Silver cannot attend. Desirae Kennemur and Amanda Eldridge will represent SFS and can explain the budget. Prebble Ramswell, Myra Williams, Heidi Locicero, and Sarah Stone are going.

DHS Marketing and PR

We have Kay Phelan on board. Her Public Relations background will help to focus our efforts in promoting the mascot/logo/colors contest, raise awareness of PR listings/events, create timelines for media releases, PR for website, getting word/press to community, social media.

Will have press prepared to go out immediately on word of vote, July 14, either way. Sarah Stone is working with Grace Lutheran on their decision. Kay Phelan is working with Prebble Ramswell on statements after the vote.

Below is a recap of our Marketing/PR meeting with Kay Phelan:

**DHS Marketing/PR Meeting, Myra Williams, Heidi Locicero, Kay Phelan, Lynn Wesson  
July 8, 2019, 10am**

DUMC will vote on sale on July 14.

Need contact excel for each committee, also, one overall committees' contact sheet.

Need to learn mail chimp so can send info to committee lists.

Need to combine ".org" and ".com" emails/sites.

Need to cancel the Facebook page owned by Becnel.

Other two Facebook pages might need to be combined.

Have Sarah (maybe Andrea Moak) to work on FB and Instagram.

Send list for website designer of site changes/additions. Should have these pages: Board, News, Events, contact page, calendar, donate now. Contact page should also have opt out and "who are you" (student, parent, etc.) Kay can take board photos.

Prebble Ramswell will do newsletter and update all committees. Kay needs intro to Sarah Stone, Prebble Ramswell, Andrea Moak, James Lopez (web designer)

Kay Phelan says need graphic designer and social media person now. In hopes Andrea Moak can help with this.

Power Point presentation needs to be updated. Kay Phelan looking into this and believes it should be on website. The presentation should be printed and on jump drive.

Sarah requested that the Denise send the latest version to Prebble. (Marketing and PR will update as needed).

Donor Packet:

Updated FAQs

Timeline/history

Naming opportunities

Address specifics on naming opportunities such as name disparagement, move the name on a space to another space when necessary for highest levels of donations.

Sponsor levels (how should we approach this?)

Budget, cost/analysis of capital campaign project

Rendering or visual of location

Denise Fountain will contact Robert Guidry regarding matching amounts now that totals have changed

Contact Marcia Hull re: any old info they may have of a capital campaign packet  
Send Power Point presentation to church to send out  
Need donor list for August Fundraiser  
Kay Phelan is working with our spokesperson, Prebble Ramswell.

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Kay Phelan, Sarah Stone, Heidi Locicero developing a donor packet. We need a cost analysis for large donors.

SFS

Keith Spence: Discussed Affordability Analysis. DHS is unique as most school do not begin with this large of a facility. The analysis is centered round DHS acquiring DUMC, as they have concrete numbers to work with. Capital needs for first year are \$15 million, \$12.9 for building, \$2 million to retrofit. Do not have fundraising, marketing and loan amounts yet. Operating loans for first three years are \$1.5 million. More will be needed later as you add students. Keith suggested getting with Rick Helfand at Seaside to assist with what was successful for them. In most cases, if a school goes under, the local school district acquires the school property. Seaside set up their Charter so the school would be owned by the Seaside School Foundation. The school leases it from the foundation, so that if anything happens to the school, it will still be owned by them.

The capital outlay should stay free to be utilized as specified in grant. If the grant comes through it will be used for the inside of the building. If you do not get the grant, you would tap into budget variance. With fundraising the budget goes quickly. Myra Williams and Keith Spence will speak after a meeting with Rick Helfand.

Christy Noe

Decided to hold off on contract with Melissa Gross Arnold Law Firm until she has a chance to look over Okaloosa School District contract. At such time Dr. Noe to advise on the need to obtain the firm's services.

The review questions for Form 1023 must be carefully studied and correctly answered. For example, Sarah Stone mentioned that if two board members have business relationships outside of board, that must be included.

Sarah Stone has sent access to SFS for our bank account. There are two sections of Form 1023, that SFS can help with.

Farrah Barker will finish Form 1023 and complete 501C3 application and possibly we may work together on the real estate deal with DUMC.

A motion was made by Heidi Locicero to keep Farrah Barker on with Form 1023 and real estate deal. Seconded by Denise Fountain. Passed unanimously.

Okaloosa School District Attorney will have contract completed by Tuesday, July 16. Kim Kopp will review. DHS will have 40 days to negotiate the school district contract.

Prebble Ramswell asked who is judging the mascot/colors/logo contest and how will winners be announced? Heidi Locicero said it would be narrowed down to top three or five. We will reveal the top entries and have voting online for \$1 a vote. Of, we could have strategic people from community be part

of a voting panel. We are waiting to see the level of entries, whether kids or serious artist renditions. Winners will be announced, and press releases will go out. There are weekly reminders on social media. Since we have already sent out contest announcement, we will have to study entries to decide which entries blend best together, i.e., which mascot goes best with which logo.

A question on naming opportunities. If someone donates many millions, should we name the school after them? Prebble Ramswell suggested to name on a case by case basis. Christy Noe commented that some establish levels of donors. Also, that some will not "name" if a person who is still alive. Jim Luttrell suggested to create a donation scale, i.e., certain amounts to name a portion of building such as classroom. Board has done some research on organizations who have naming opportunities. Lindsey Granger has sent out an organizational chart for the CSP review and will do an agenda for the July 18 meeting.

Meeting adjourned.