

DESTIN HIGH SCHOOL ADVISORY COMMITTEE

Minutes

December 11, 2018

3:30pm CST

Teleconference: 1 (712) 770-8092; pin: 840279

GOAL: Raising Funds and Calling to Action

CALL TO ORDER

MEMBERS ATTENDING: Williams, Locicero (left 4:40), Stone, Ramswell, Fountain (entered late-4:30)

APPROVAL OF MINUTES:

October 24, 2018- no reported changes

November 9, 2018- no reported changes

OLD/CONTINUED BUSINESS

- Feedback from council meeting – board happy with progress and presentation; noted some questions continue to emerge, such as is it free for all students. We are working with Christy on an FAQ that we can distribute publicly.

- Locations- Do we want to prepare and send a Letter of Intent or Interest?
 - Shoreline Village
 - Old Time PotteryBoard felt it was best to let financial advisors decide which to pursue before we sent any letters.

- Press Conference/Marketing
 - Destin Life
 - Daily News
 - Destin Log
 - WMBB
 - WEAR
 - WUWF
 - What next? Who, what, when, where? FAQ to distribute on social media and publicly
 - Board noted difficulty in marketing without identifiers
 - Mascot contest
 - Logo contest
 - Use Facebook polls

Fundraising Events (Committee?)

- February 7th: Silent Auction
 - Meeting set for December 18th
 - Shruti Bawa will attend with rest of the committee
 - Updated information uploaded to dropbox under fundraising
 - Committee has five additional people
 - Sarah created and distributed a Save the Date graphic

Auction event:

Decisions to be made:

Music? Food? Ticket sales? Price? Suggested Donation? Invitation only or open to public? Advertise? Door prizes?

BOARD MEMBER/CEN TEAM REPORTS

- President/Prebble:
 - Forms/Bios/Resumes to Christy – one missing- will contact Jim; Heidi has some updates for hers
 - Capacity report
 - Board agreed these numbers were compelling and needed to be shared
 - Prebble to email them to board to publicize
 - Other letters of community support? Chamber? Public reach out?
 - Yes- the more the merrier... all the support we can generate
 - Scheduling teleconference with financial investors/advisors
 - Yes- Prebble to contact and set up date/time before Christmas and New Year if possible
 - Connector property as a potential location: discussion
 - Yes! Board thinks great idea especially if we can get people to the meeting to support/propose
 - Howard Group thinks this potential site has a lot going for it
 - Important to have site pending or at least strong idea of location before February Charter submission
 - Ask Christy whether charters have been approved with “site pending” status
 - Social Media/Communications Overview
 - Facebook
 - Instagram
 - Email
 - Phone
 - Paypal?
 - Website reserved but not utilized
 - Sarah has added Remind
- VP:
 - Report- ABSENT (called in late)
- Secretary:
 - Transportation Report

- Vendors not returning calls as expected
 - Howard Group interest
- Treasurer/Sarah: Banking
 - Go Fund Me/donation button status
 - decision to made to move forward with button to seize the moment and not wait on FB
 - Send ideas to Stone ASAP
 - Account balance/ in and out
 - CEN- \$5000; Attorney Barker: \$1338.75
 - Balance \$513.24
 - Donations – several potential including one possible \$20k
 - Request a spreadsheet of all donors with dates, amounts, etc.
 - Stone maintaining spreadsheet of all funds in/out
 - Thank you notes?
 - Prebble reach out to Heidi about getting some pretty/formal notes
- At-Large: no reports
- CEN/Christy: no reports

STANDING COMMITTEE REPORTS

NEW BUSINESS

Bylaws and Conflict of Interest

Vote Required- Board needed and voted to allow more time for review (Stone made motion, Fountain seconded)

- Prebble to send email requesting email vote by COB 12/14

Full advisory committee

- Status
- roster

Standing Committees

- List compiled?
- Meeting scheduled?
- Status?
 - Develop list of all volunteers
- Who is managing?
 - PR/Media- Williams; Grants- Fountain; Fundraising- Stone

Approvals

- Board Vote and approval for all official outgoing graphics, invites, commitments, etc
- shows collaboration and consensus
- facilitates consistent messaging and one voice

- no surprises

COMMENTS

ACTION ITEMS IN RED

ADJOURN 5:50pm