



Delaware Design-Lab High School Board of Directors Meeting

Wednesday, 26 February, 2014, 6:30 p.m.
Mobius New Media, 818 N. Market Street, Suite 2R
Wilmington, DE 19801

AGENDA

1. **Review and Approve Minutes**
2. **Congratulations to Paul Miller & Family on birth of Daughter!**
3. **Financial**
 - Fundraising Plan – Paul Miller & Rebecca Girten report on Spring Capital Campaign.
4. **Facilities**
 - Status: 519 N. Market St building. Paid retainer and contracted with Rhodunda & Williams LLC for parking variance. Open issue: security deposit.
5. **Marketing & Recruitment Plan**
 - Enrollment Blitz – Enrollment Team = Active members, Pam Draper, Carol Austin, Margaret Buckley, Maria Cabrera (Wilmington City Councilwoman) outreach to Latino community.
 - PR Presence – Feb-March, creating buzz through print ads, MetroKids; Created Design-Lab Schools You Tube channel with cool 2-minute video to share with social media; Urban & Alvarez student enrollment presentations to Wilmington City Council; Alvarez appearance on The Congo Hour, Sunday, 16 March 2014, 8 pm on Comcast Channel 28. Enrollment Fairs in Hispanic community planned for March.
6. **Other Business**
7. **Adjourn**

