

**Delaware Design-Lab High School
Minutes of the Board of Directors**

November 20, 2013
6:30 p.m.

Mobius New Media
818 N. Market St., Suite 2R
Wilmington, DE 19801

Members Present:

Matt Urban, Chair; Paul Miller; Vice Chair; Iris Leon, Secretary; Sherry Coleman; Rebecca Girten

Others Present:

Dr. Cristina Alvarez, CEO, Delaware Design-Lab High School
Dr. Martin Rayala, CAO, Delaware Design-Lab High School

Minute Approval

The Board approved draft minutes from the September 25, 2013 and October 23, 2013 meetings that were circulated for review in advance of the meeting. Mr. Miller moved to approve the minutes from the September 25th meeting with no changes. Ms. Leon seconded the motion and the motion was unanimously carried. Ms. Girten moved to approve the minutes from the October 23rd meeting with no changes. Mr. Miller seconded the motion. Ms. Coleman was not present at the October 23rd meeting and abstained from voting on those minutes.

RESOLVED, that the minutes from the September 25, 2013 and October 23, 2013 meetings of the Board of Directors of Delaware Design-Lab High School are approved as presented in the meeting.

CEO Report

Dr. Alvarez thanked the Board for attending the cultivation event at the offices of Pepper-Hamilton on October 30, 2013. She stated that the caterer at the event, Lunchbox Catering, is interested in becoming the food service provider for the School.

Dr. Alvarez stated that the Longwood Foundation approved a \$250,000 grant to the School with a \$150,000 challenge. She stated that the School had until September 15, 2014 to raise the \$150,000. She stated that the \$250,000 would be paid as soon as the School could demonstrate it had raised the \$150,000. She stated that in order to release the \$250,000, the Foundation will require a list of donors and the fund balance verified by the Delaware Community Foundation. Dr. Alvarez stated that the Longwood Foundation approved the grant as a challenge so that the School could leverage the grant to raise additional funds.

Dr. Alvarez stated that she spoke with Mr. There DuPont from the Longwood Foundation. She stated that Mr. DuPont's summary of the Longwood Foundation Board's feedback was that:

- i. the School was a true 21st Century learning model;

- ii. they had not seen a school model as innovative;
- iii. they were excited about the management team in place, including the composition of the Board;
- iv. and that they are confident in the School's ability to raise money, given enough time.

Facilities

Dr. Alvarez stated that there is a signed Letter of Intent for 1000 North French Street and that she was awaiting a draft lease agreement. She stated that David Wagstaff at Capaldi Reynolds was working on financial projections that Haverford Properties will need to negotiate the lease terms. She stated that the terms would likely require a down payment equivalent to three months' rent, which would be approximately \$150,000. She stated that fundraising is critical at this stage since the down payment would likely be due at lease signing.

Dr. Alvarez stated that 519 N. Market St. is still under consideration at the recommendation of real estate broker, Gregg D'Ascanio, as it was prudent to keep several options open until a space is finally secured.

Start-Up Plan

Dr. Alvarez stated that she was having difficulty securing Directors and Officers Insurance because the School was still in start-up. Mr. Urban stated that he could speak with someone he knows who works in insurance. Ms. Girten stated that she could ask Gateway Lab School who they used in their start-up year.

Marketing & Recruitment

Dr. Alvarez stated that she will be representing the School at the Charter School Expo hosted by the Delaware Charter School Network on November 23, 2013. She stated that she has information packets and applications for prospective students and parents as well as information packets for prospective teachers.

Dr. Alvarez asked for advice on how to further publicize the School. Discussion about promoting the School through social media, press releases, and media contacts ensued. Mr. Miller suggested making a presentation to the Rotary Club of Wilmington at one of their monthly meetings.

Mr. Urban requested that a report on the School's website traffic become a routine update to the Board at meetings. Dr. Alvarez stated that she would speak with AYC Media about how to furnish that data.

Fundraising

Mr. Urban stated that he planned to reach out to the Board to request a personal contribution to the School before the end of the year. He stated that the Board should aim for 100% participation.

Ms. Coleman left the meeting at 7:50 p.m.

Mr. Urban suggested hosting a series of cultivation and fundraising events similar to the Pepper-Hamilton event. He stated that the Grand Opera House would likely allow the School use of one

of their lobbies as event space. He stated that he also had a connection with a local restaurant to arrange catering. Discussion ensued. The Board agreed to hold the following dates for cultivation events: January 22, 2014; March 26, 2014; and May 28, 2014.

There being no further business, Mr. Miller motioned to adjourn the meeting. Ms. Leon seconded the motion and the motion was unanimously carried.

The meeting adjourned at 8:25 p.m.



Iris Leon
Secretary