

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

January 29, 2014  
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  
Mr. David Wagstaff; Capaldi, Reynolds, & Pelosi

The meeting was called to order at 7:10 p.m.

**Minute Approval**

The Board approved draft minutes from the December 18, 2013 meeting that were circulated for review in advance of the meeting. Ms. Girten moved to approve the minutes from the December 18<sup>th</sup> meeting with no changes. Mr. Urban seconded the motion and the motion was unanimously carried.

**RESOLVED**, that the minutes from the December 18, 2013 meeting of the Board of Directors of Delaware Design-Lab High School are approved as presented in the meeting.

**Finance Call**

Mr. David Wagstaff from Capaldi, Reynolds, & Pelosi joined the meeting via conference call to present a five year financial model to the Board of Directors. Mr. Wagstaff explained that the model is not static, as the original budget is, and there for can be updated on an ongoing basis to reflect real-time changes.

Mr. Wagstaff left the meeting at 7:30 p.m.

**Fundraising**

Ms. Girten updated the Board on planning for the February 26<sup>th</sup> cultivation event. She asked the Board to send her their invitees no later than February 5<sup>th</sup> so that she can coordinate sending invites. She stated that she was working on other details such as venue and food, but that her goal was to keep the cost to under \$300.

Mr. Girten gave an overview of an appeal strategy that she had been coordinating with Mr. Miller. She stated that she had drafted a direct appeal letter and developed a list of local individuals with a demonstrated interest in education. She stated that she would divide the list

evenly between the Board and asked each member to print, sign, and mail their portion as soon as possible.

Ms. Girten stated that she also had a list of local corporations and their corporate giving contact. She asked the Board to review the list for existing relationships and that she would then divide the list accordingly.

Ms. Leon stated that she was working on a grant application to the American Honda Foundation and that the grant deadline was February 1<sup>st</sup>.

### **Facilities**

Mr. Urban stated that the lease for 519 N. Market Street was signed with a 180 day contingency to obtain a parking variance. Dr. Alvarez stated that all Wilmington buildings are required to offer a certain amount of parking. She stated that the parking variance was not transferrable between tenants and that the School would have to go before a zoning board for approval. She stated that Pepper-Hamilton recommended several local attorneys to handle obtaining the parking variance. Mr. Urban asked Dr. Alvarez to send him the specific language detailing the parking requirements so he could determine ways to speed up the process.

Mr. Urban stated that the school still had not raised the security deposit required by the lease and asked when the deposit would be due. Dr. Alvarez stated that the security deposit was not due until the parking variance was settled.

### **Enrollment**

Dr. Alvarez stated that she hired several people to help recruit students, including Pam Draper, former CEO of Gateway Lab Schools. She stated that Dr. Coleman connected her with Rhonda Crowder, who specialized in marketing.

Mr. Urban stated that he could connect Dr. Alvarez to representatives from several organizations that could help with recruitment including, the YMCA of Delaware and the Boy & Girls Club.

Dr. Alvarez stated that a teacher in Philadelphia is making a short recruitment video that can be shared through social media.

### **Meeting Dates**

The Board discussed setting new meeting dates and agreed that the monthly meeting would be the third Wednesday of each month and for the next several months specifically: February 19<sup>th</sup>, March 19<sup>th</sup>, April 16<sup>th</sup>, and May 21<sup>st</sup>.

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

The meeting adjourned at 8:40 p.m.



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Iris Leon  
Secretary