

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

March 19, 2014
6:00 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; Rebecca Girten

Others Present:

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

The meeting was called to order at 6:25 p.m.

Minute Approval

The Board approved draft minutes from the February 26, 2014 meeting that were circulated for review in advance of the meeting. Ms. Girten moved to approve the minutes from the February 26th meeting. Mr. Miller seconded the motion and the motion was unanimously carried.

RESOLVED, that the minutes from the February 26, 2014 meeting of the Board of Directors of Delaware Design-Lab High School are approved as presented in the meeting.

Fundraising

Mr. Urban stated that he invited approximately 50 people to the March 26th cultivation event at the Grand Opera House. Mr. Miller stated that he invited approximately 70 people. Ms. Leon stated that 38 people had formally RSVP'd.

Discussion about the March 26th cultivation event ensued.

Facilities

Dr. Alvarez stated that she was working with Rhodunda and Williams to secure the required parking variance that would finalize the lease for 519 N. Market Street. She stated that Rhodunda and Williams was working with Kuumba Academy administrators on a contract with Colonial Parking. She stated that the contract needed to be executed in advance of the April 9th Board of Adjustment meeting that would determine the approval or rejection of the parking variance.

Dr. Alvarez stated that her assistant, Amoscita Rodriguez, made contact with a local business at the corner of 8th and Market Streets that rents space on a monthly basis. She stated that the site is close to 519 N. Market Street and would serve as a physical space where parents and prospective students can come in person, making the enrollment processes easier.

Mr. Urban stated that the COIN building at 605 N. Market Street offers similar arrangements, could be cheaper, and is directly across from the School's future site at 519 N. Market. He asked

Dr. Alvarez to brief him on her conversations with the other business to determine if COIN would be a more appropriate option.

Marketing/Recruitment

Dr. Alvarez stated that she worked with Sharon Brown from ClearChannel Outdoor to advertise the school on several billboards. She stated that the 12' x 24' billboards would be displayed the week of March 24th.

Dr. Alvarez stated that she placed an advertisement in the April MetroKids. Dr. Alvarez stated that she appeared on Reality Check with Maria Cabrera and The Congo Hour on March 16th.

Mr. Urban stated that he secured a free ad in the May edition of Out & About Magazine. He stated that Jim Miller, the Director of Publications, might be a good candidate to join the Board.

Mr. Urban stated that he would contact Drew Schaeffer from Penn Cinema to ask if they would include the School's new recruitment video with the other advertisements preceding show times.

Human Resources

Dr. Alvarez stated that she and Dr. Rayala had been screening teachers. She stated that more applicants for Math teacher positions were needed. She stated that, with the exception of Math, there were more qualified teachers than positions available at this time.

Dr. Rayala stated that the School was required to have an advisory board for the Career Pathway in technology. He stated that he was looking for professionals at manager and practitioner levels with expertise in both the arts and technology. He stated that names needed to be submitted to the Department of Education by the end of the month.

Mr. Urban stated that he had some recommendations and asked Dr. Rayala to email him an overview of the role so that he could forward it to potential candidates. Ms. Girten asked to also be included in the email.

Board Recruitment

Ms. Girten asked that the Board submit the skills diagnostic that she forwarded to members as soon as possible.

Mr. Miller stated that he had spoken with several colleagues who would be good candidates and expressed interested in the School, but that they were too busy to commit to Board service.

Mr. Urban stated that the Board should aim to have two prospects attend the next meeting in April. The Board agreed.

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

The meeting adjourned at 8:00 p.m.



Iris Leon
Secretary