

**MINUTES FROM THE MEETING OF THE
BOARD OF DIRECTORS OF
CLIFF PARK HIGH SCHOOL
HELD ON MARCH 21, 2017**

Directors attending: Rod Hale, Fred Shuemake, Nicole Barnes, Bob McIntosh, Kelly Goettsche, Dana Calhoun.

Guests: Amy Printy, Jeff Waechter, Chuck Hall, Jerry Farley, Ed.D., Josh Gossett, John Stack, Michelle D'Amico, Joni Hoffman, Jason McMillin, and Arthur L. Clements III, Esq.

Mr. Hale called the meeting to order at 6:02 p.m. and following introductions, Mr. Hale asked for a motion concerning the Agenda. Thereafter, upon a motion duly made by Mr. McIntosh and seconded by Ms. Goettsche, the Board of Directors unanimously passed the following resolution:

17-11 RESOLVED, that the Board of Directors accepts the Agenda for the Board Meeting on March 21, 2017, subject to any amendment by the Board of Directors during said meeting.

Mr. Hale stated that the Sponsor had approved Ms. Calhoun to serve as a Director. Thereafter, upon a motion duly made by Mr. McIntosh and seconded by Ms. Barnes, the Board of Directors unanimously passed the following resolution:

17-12 RESOLVED, that the Board of Directors elects Dana Calhoun as a Director for a term to expire on September 1, 2018, or until her successor is duly qualified and elected.

Mr. Hale stated that three vendors were available to present proposals to the Board concerning IT and Marketing services.

The first presentation was made by Skoda Minotti, a Business Advisory Firm located in Northeast Ohio with offices in Akron and Tampa. Services would be provided in three different categories, Creative Design, Website Management, and Production. Skoda Minotti uses project management software called Current Track. An Account Executive would be assigned to the School and fees would be based on the number of projects. In response to a question from Mr. McIntosh about other client work in southern Ohio, it was stated that Skoda Minotti has clients all over the United States. Moreover, Skoda Minotti uses technology to bridge any gaps where personnel are located some distance from the client. WebEx connections are used routinely. In response to a question from Mr. Hale, it was stated that pricing is not contingent upon other schools joining or engaging Skoda Minotti. In response to a question from Ms. Goettsche, it was stated that pricing assumes that all current design files would be transferred. In response to a question from Ms. Barnes, it was stated that performance evaluations are conducted periodically.

Next, X-Tek Partners made a presentation. The firm is 100% woman owned and 65% to 70% of their business is in K-12 education. In response to a question from Mr. Hale, it was stated that the firm had not suffered any security breaches and that 25% of X-Tek's business

represents security camera installation and monitoring. It was confirmed that X-Tek has experience with E-Rate projects. X-Tek typically obtains three quotes for any project.

Next, the Board reviewed the presentation from Epiphany Management Group ("EMG"). Doug Jones was introduced as President of the Company and his background at Kent State University and in high school special education was reviewed. Mr. Jones also ran a large technology reseller company in Cleveland. EMG has IT team members throughout Ohio and offers 24 x 7 services. A nightshift focuses exclusively on Cambridge Schools. EMG claims very competitive pricing and expects that servers can eventually be moved to NEONET, which is a government subsidized cloud based storage service. In response to a question from Mr. Shuemaker about chromebooks, it was stated that EMG likes the solid state technology, which only uses applications. Mr. Jones stated that about 70% of EMG's customers are using chromebooks, although other customers use other products. EMG started with thin clients and switched to chromebooks. Mr. Shuemaker agreed that there were very clear advantages and disadvantages to chromebooks.

EMG takes a similar approach to Marketing and has provided highly cost-effective services including supporting Sales Force. Becky Kowalski is the Marketing Director who works with all of the School Directors on their Marketing projects. The fixed fee for Marketing services have not gone up. Mr. Hale thanked EMG for its presentation.

The Board reviewed the draft Minutes and Mr. McIntosh noted that he had voted "no" on the last two resolutions. Thereafter upon a motion duly made by Mr. McIntosh and seconded by Ms. Goettsche, the Board of Directors unanimously passed the following resolution:

17-13 RESOLVED, that the Board of Directors approves the minutes from the February 21, 2017 meeting as modified.

Michelle D'Amico presented the Sponsor's Report by introducing Joni Hoffman, who had a long career in ODE before joining Charter School Specialists. It was noted that she had been involved in the Office of Community Schools since the earliest days of charter schools in Ohio.

Ms. D'Amico directed the Board's attention to the Sponsor Connection Newsletter and the article highlighting Marshall High School. She reminded the Board that changes in curriculum and other contract modifications needed to be processed through the Sponsor. The School's Attachment 6.4(b) Intervention Report was submitted on time. She reminded the Board that the names of Board Members need to appear on the School's website. Also, Board Members are required to complete public records training and submit the Five Year Forecast. Mr. Hale noted that he and Mr. Shuemaker had attended Sunshine Law Training the previous evening. Mr. Hale commented that in his opinion, the Sponsor should be offering in person annual training to Board Members. Thereafter, upon a motion duly made by Mr. McIntosh and seconded by Ms. Goettsche, the Board of Directors unanimously passed the following resolution:

17-14 RESOLVED, that the Board of Directors accepts the Sponsor's Report as presented.

Mr. McMillin presented the Financial Report and noted that the School's enrollment is exceeding the Budget. All vendor payments and payments to the EMO are current. The School is on track to spend its Federal Title Funds. Thereafter, upon a motion duly made by Mr.

McIntosh and seconded by Ms. Goettsche, the Board of Directors unanimously passed the following resolution:

17-15 RESOLVED, that the Board of Directors accepts the Financial Report as presented.

Mr. Stack presented the Management Company Report and explained the rationale behind the three vendor presentations. Based upon the request from this and other charter school boards, Cambridge identified potential vendors through referrals and other sources. Prospective vendors were interviewed and then asked to tour Cambridge operated dropout prevention and K-8 schools. Cambridge wanted to avoid too many vendors. Mr. Stack emphasized that while vendor relationships are important and Cambridge likes the service it is receiving, its most important relationship is with the Board. Since contracts expire on June 30, Cambridge wanted to make sure that the Board had plenty of time to consider alternative vendors.

In response to a question from Mr. Shuemaker about the effectiveness of the EMG marketing, Mr. Stack said that services were effective, but could be more effective in some areas. Mr. Stack noted that the integration with Sales Force is critical. In response to a question from Mr. Shuemaker, Mr. Waechter stated that Cliff Park had experienced a positive relationship working with EMG. In response to a question from Mr. Hale, Mr. Waechter confirmed that there had been nothing negative about the relationship. Mr. Stack acknowledged that in the area of marketing, it was difficult to evaluate effectiveness of the postcard marketing efforts.

In response to a question from Mr. Hale about strategic ideas proposed by EMG, Mr. Stack stated that EMG had suggested Search Engine Optimization. Cambridge paid for SEO, but the results were insignificant, so Cambridge ended the program. Mr. McIntosh told Mr. Stack that he had appreciated the fact that Cambridge had brought multiple vendors and bids to the Board for its consideration.

Mr. Hall commented that in his opinion, EMG was doing an excellent job with the website, as well as with banners and fliers. EMG also helps with graduation programs and various giveaway items like water bottles. Mr. Hall commented that as Directors, he and Mr. Waechter probably don't use EMG as much as they could. The only negative comment that he had was about turnover inside EMG, mostly in the IT area. Overall though, IT service has been excellent. Mr. Stack commented that everyone seems to like dealing with Becky Kowalski in the Marketing area. Mr. Shuemaker noted that most of the Marketing initiatives came from the Directors, not from EMG. In response to a comment from Ms. Goettsche, Mr. Stack stated that he did not know how easy it is to integrate Sales Force with leads from the website.

Mr. Hall expressed concern about switching away from EMG.

Ms. Calhoun asked about the level of social media services provided by EMG. She commented that many young people and their parents receive most of their news through Facebook and Ms. Calhoun asked whether they can connect Facebook with Twitter and Instagram. Ms. Barnes agreed and said that prospective students need to be able to check out a new School and have material available through social media. Mr. Stack commented that so far, Cambridge had received only weak leads from social media.

Mr. Stack commented that with enrollment at 183 at Cliff Park, the School was pressed for space and there is no room for any Career Tech Program. He mentioned a house next door that might be available for purchase and what that project might look like financially and in terms of additional space. Ms. Goettsche asked whether anyone had looked at the vacant mall in Springfield as a potential School location.

Thereafter, upon a motion duly made by Ms. Barnes and seconded by Ms. Goettsche, the Board of Directors unanimously passed the following resolution:

17-16 RESOLVED, that the Board of Directors accepts the Management Company Report as presented.

Mr. Waechter presented the State of the School Report and noted that the School had set enrollment records in 7 out of the preceding 9 weeks.

Thereafter, upon a motion duly made by Ms. Goettsche and seconded by Mr. McIntosh, the Board of Directors unanimously passed the following resolution:

17-17 RESOLVED, that the Board of Directors accepts the State of School Report as presented.

There were no Board Member comments. The next meetings will take place on April 18 at Clark Preparatory, on May 16 at Marshall High School, and on June 20 at Cliff Park.

Thereafter, the meeting was adjourned.

Kelly Goettsche, Secretary
Cliff Park High School