



**Esperanza Elementary Board of Directors Meeting  
February 18, 2014 -- 6:00 pm  
West Valley City Library, 2880 West 3650 South, West Valley, UT**

**MINUTES**

**Call to Order**

Janet Christensen called the meeting to order at 6:15pm on February 18, 2014.

**Roll Call**

**Members present:** Janet Christensen (chair), Marty Banks, Elena Bensor, Steve Winitzky

**Others present:** Carmen Thompson, Marianita Granda, Jeff Biesinger.

**Members absent:** Juan Freire, Robert Heyn, Patricia Matthews, Marlon Morales.

**Action Items**

- Approval of minutes from the 1-21-2014 board meeting was deferred until the next meeting.

**Reports**

- **Facilities Update** - Jeff Biesinger/Red Apple reported that construction is well under way but running a few days behind. He does not anticipate a problem meeting the August 1 completion deadline. The foundation has been poured and utility installations are complete. They are nearly finished laying the pads and masonry work should begin next week. This should help promote marketing and interest in the neighborhood. Jeff took the large banner and will have the construction crew hang this up at the site. We would also like to put up a sign that reads Now Enrolling. Jeff also reported that we should be able to start moving things in within the last two weeks of July. Jeff has also started submitting monthly reports to the USOE so that we can ensure that we are following guidelines. He suggested that we hold the April board meeting at the site.
- **Marketing Update** - Elena and her partner Michael Slyter have already started updates to the website that we needed with important dates and for the parent meeting on the 21<sup>st</sup>. We were able to promote the meeting in the Spanish Times, Elena has made contact with Reynaldo Escobar and he is willing to assist with future items as well. Promotions for the meeting have gone with the Hispanic Chamber's newsletter. Elena will also go on air with Tony Yapias to talk about the Parent Meeting. Carmen Thompson has volunteered to take brochures to the Mexican Consulate to help get the information out for the meeting. Water bottles and cookies will be delivered to Zion's Bank on Redwood Road. Marianita and Carmen will coordinate picking up these items.
- **Director Update** - Announcement went out on teachers-teachers.com and an ad was placed on the Department of Workforce Services job seekers website. We currently have 21 applicants from which only nine are biliterate. They do all have a Master's Degree and Certification in Education Administration. March 1<sup>st</sup> is the deadline for all applicants.
- **Teacher Update** – There are five teachers that Barbara and Juan interviewed and offered jobs last year who are interested in teaching at Esperanza for 2014-15. We currently have 20 candidates. The Hiring Committee will review applicants and schedule interviews.

**Financial Items**

- Steve reviewed the monthly financial report and supplied board members with copies of all documents related to Esperanza School financial status. Everything is in line with projected expenses and revenues. The school is on track with a balance of \$81,000 in cash assets. The last four pages of the report list all transactions since July 1 to the present day.

### **Agenda Items for Future Meetings**

- **Discussion and progress of Executive Director search.**
- **Discussion and progress of marketing plan.**
- **Discussion and progress of enrollment.**
- **Discussion of fundraising needs and strategies**

Meeting was adjourned at 8:04 pm. Next meeting will be Tuesday, March 18, 2014 at 6:00 P.M. at the West Valley Library.