



# Arizona Language Preparatory

4645 E Marilyn Rd | Phoenix, AZ 85032 | O: (602)996-1595 | F: (602)344-9560 | www.azlanguageprep.com

**Open Meeting  
December 14, 2022  
Joint Corporate and Governing Board of Directors Meeting  
MINUTES**

1. Notice of Meeting
  - a. Pursuant to Arizona Revised Statutes (A.R.S.) § 38-431.02, notice is hereby given to the members of the Arizona Language Preparatory Board of Directors and to the general public that the Board will hold a public meeting, open to the public as specified below. The Board reserves the right to change the order of the items on the agenda, with the exception of public hearings set for a specific time.
  - b. **Location and time of meeting: Date and time of meeting will be 5:00 pm on December 14, 2022. Meeting will be in person at Arizona Language Preparatory, located at 4645 E Marilyn Rd, Phoenix, AZ, 85032. Members of the public and board are also able to join via telephone or online (instructions can be found on the website at <http://azlanguageprep.org/>).**
  - c. Call to public is only available for in-person attendants, and therefore will not be available during telephonic-only meetings. Each person will be limited to speak for 3 minutes at the maximum, and comments will be recorded in the minutes. The board cannot directly address the comments but will place them under consideration for possible discussion at a future meeting.
  - d. The Board of Directors reserves the right to move into executive session for legal advice with its attorneys, in person or by telephone, for any item listed on the agenda, pursuant to A.R.S. § 38-431.03(A)(3).
  - e. Pursuant to Arizona Revised Statutes (A.R.S.) § 38-431.02, the Arizona Language Preparatory Board of Directors hereby states that all notices and agendas of the meetings of the Arizona Language Preparatory Board of Directors and any of its committees and subcommittees will be posted at least 24 hours in advance on the school website <https://azlanguageprep.org/> (on the Board of Director's page), as well as on the bulletin board located outside of Arizona Language Preparatory, 4645 E Marilyn Rd, Phoenix AZ 85032. The bulletin board is always available for public viewing.
  - f. Additional documentation relating to public meeting agenda items may be obtained at least 24 hours in advance of the meeting by contacting Renita Myers at (602) 996-1595.
2. Call to Order: 5:03 pm
3. Roll Call
  - a. Board Members Present: Kellie Rosinski (KR), Michael Gerity (MG), Dan Melton (DM, over phone), Elvira Valenzuela (EV joined over the phone at 6 pm)
  - b. Board Members Absent: Andrea Erion
  - c. Non-Voting Officers Present: Renita Miller (RM)
  - d. Non-Voting Officers Absent: n/a
  - e. Members of the Public Present: Angie Hernandez (for PTO), Lindsay Chapman (parent), Jason Keith (parent)
4. Call to the public –*This is the time for the public to comment. Members of the Board may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H),*



# Arizona Language Preparatory

4645 E Marilyn Rd | Phoenix, AZ 85032 | O: (602)996-1595 | F: (602)344-9560 | www.azlanguageprep.com

*action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.*

- a. Jason Keith: expressed an interest as a parent in joining the board
- b. Lindsay Chapman: expressed an interest as a parent in joining the board
5. Approval of agenda
  - a. RM requested to move section 9a to executive session to consult attorney
  - b. MG motioned to approve the agenda as written with the exception of moving section 9a to executive session, DM seconded; KR, MG, DM, and EV all in favor
6. PTO report - Angie Hernandez was present for the updates
  - a. Reviewed recent APEX fundraising event raised \$11, 572.78
  - b. Charleston wrap fundraiser raised \$1,006
  - c. DID raised \$115 this past month
  - d. Hoodie sales raised \$460
  - e. Upcoming events: next meeting for PTO is 1/8/23; they plan to support the Chinese New Year Performance on 1/21/23, and they will be preparing for the auction in the spring
  - f. They will be providing teacher and staff gifts this week prior to the break
7. Business Manager Report - deferred
8. Principal's Report
  - a. Craig completed the IDEA reports, and these have been submitted
  - b. MOWR approval obtained after the first submission
  - c. Current enrollment is overall stable
9. Reports on standing items
  - a. 2023 - 2024 Building Acquisition Updates & Discussion - Discussed in executive session (for consultation with attorney)
    - i. Lease extension with SCA
    - ii. Additional building options
  - b. Strategic Planning - no updates
10. Consent Agenda (Items for Consideration, Authorization, Discussion, Direction, and Possible Approval)
  - a. Discussion and Possible Approval of prior Board Minutes from November 10, 2022
    - i. DM motioned to approve the minutes as presented, MG seconded; KR, MG, DM, and EV all in favor
  - b. Acceptance of resignation of board member Andrea Erion
    - i. KR motioned to approve the resignation, DM seconded; KR, MG, DM, and EV all in favor
  - c. Review of letters of interest to the board by two interested candidates, with possible approval
    - i. Jason Keith
      1. KR motioned to approve Jason Keith to the board, DM seconded; KR, MG, DM, and EV all in favor
    - ii. Lindsay Chapman
      1. MG motioned to approve Lindsay Chapman to the board, KR seconded; KR, MG, DM, and EV all in favor



# Arizona Language Preparatory

4645 E Marilyn Rd | Phoenix, AZ 85032 | O: (602)996-1595 | F: (602)344-9560 | www.azlanguageprep.com

- d. Discussion of Marketing Plan for 2023-2024 school year
  - i. Discussed the need to put together a plan to increase enrollment through increased awareness and school recognition; additionally the initial school rating coming back as an A will be a great feature to add to advertising. Specific initial plans discussed include:
    1. Continuing to increase use of google advertising
    2. ALP will need to discuss partnering with the PTO for assistance with the advertising budget
    3. ALP has instagram, facebook, and tik tok accounts
      - a. Our staff is working on increasing social media posting frequency
        - i. New facebook posts are going up 1-2 times per week
        - ii. Tik tok/ instagram posts are being posted almost daily
      - b. We can look into using a social media management platform
        - i. DM will assist with this (eg Hootsuite)
      - c. Google local service ads is a newer service we would like to look into
        - i. MG will look into how to start the approval/verification process
        - ii. Our staff will provide new pictures for ALP that can be added to the ALP google account to update the google account pictures
      - d. Discussed contacting local preschools to schedule a time to visit and share information with families; additionally families can be invited to our open house on 2/16/22
        - i. Michelle will assist with this
      - e. Discussed ways to motivate families to sign up for facebook; discussed using grade level competitions would be a good way to motivate families (with the reward to win extra recess)
        - i. Jason will reach out to PTO to assist in getting this set up
      - f. Additionally discussed motivating families to leave google reviews through grade level competition (with the reward to win extra recess)
        - i. Jason will reach out to PTO to assist in getting this set up
        - ii. Additionally we will plan to start replying to all google reviews
      - g. We plan to look into how to add google analytics
        - i. DM will help into this
      - h. Plan to open a yelp account
        - i. Jason will work on this
  - e. Discussion of K-2 Mandarin Vacancy and Plan to fill position
    - i. Job posting remains active on ADE, Indeed
    - ii. Currently Ms. Yao and Ms. Rose continue to cover the classes while full time replacement is pending
11. Executive Session: Pursuant to A.R.S. § 38-431.03(A), Section 7.9.5.1, the board may vote to enter executive session to discuss personnel matters.



# Arizona Language Preparatory

4645 E Marilyn Rd | Phoenix, AZ 85032 | O: (602)996-1595 | F: (602)344-9560 | [www.azlanguageprep.com](http://www.azlanguageprep.com)

- a. Confidentiality reminder pursuant to A.R.S. § 38-431.03(C)
  - b. MG motioned to approve discussing section 9a in executive session, DM seconded; KR, MG, DM, and EV all in favor (recorded in separate minutes)
12. Request for Future Agenda Items
  - a. This Agenda Item is for the Governing Board to have a running record for potential items to be placed on a future agenda. There will be no discussion on the substance, merits, or issues relating to the proposed agenda items
    - i. Request for marketing to be a standing item
13. Announcement of future meeting: January 5, 2023 at 5pm
14. Meeting adjourned: 6:43 pm