

**Blue Oak Charter School**  
**450 W. East Avenue, Chico, CA 95926**  
**FINANCE COMMITTEE**  
**SPECIAL MEETING**

Join Zoom Meeting:

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Meeting ID: 983 4791 9501

Passcode: PUvR9p

**Tuesday, December 15th, 2020 - 4:15 pm**

*Vision: To be a model for successful education of the whole child.*

*Mission: To nurture and deepen each child's academic and creative capacities using methods inspired by Waldorf education in a public school setting.*

**Notice:** Any person with a disability may request the agenda be made available in an appropriate alternative format. A request for a disability-related modification or accommodation may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting at, 450 W. East Ave., Chico, CA or by calling (530) 879-7483 between the hours of 8:00 a.m. and 4:00 p.m. Monday through Friday (at least 48 hours before the meeting). All efforts will be made for reasonable accommodations.

All times noted on the agenda are approximate and listed solely for convenience. The Board may hear items earlier or later than is noted and may move the order of agenda items.

**Update:** In Compliance with the Governor of California's "Safer-at-Home Order" due to COVID-19, the Blue Oak Finance Committee will be conducting meetings virtually until further notice. This means there will be no specific physical meeting place; the meeting will be held remotely. However, public participation continues to be welcomed and encouraged..

Blue Oak Finance Committee (BOFC) may tape, film, stream, or broadcast any open BOFC Meeting. The BOFC chair may announce that a recording or broadcasting is being made at the direction of BOFC members and that the recording or broadcast may capture images and sounds of those attending the meeting. Any district recording may be erased or destroyed 30 days after the meeting.

## AGENDA

### OPEN SESSION - 4:15 PM

**1. OPENING 15 Minutes**

**1.1. Call Meeting to Order**

- Susan called the meeting to order at 4:17PM.

**1.2. Roll Call of Committee Members and Establish Quorum**

- Present: Chelsea Parker, Franki Boisseree, Nick Meier, Chairun Combs, Maggie Buckley, and Susan Domenighini
- Absent: None

**1.3. Invocation - School Verse Read**

*"This is our school, May peace dwell here, May the rooms be full of contentment. May love abide here, Love of one another, Love of our school, Love of life itself. Let us remember that as many hands build a house, So many hearts make a school."*

- Susan Domenighini read the school verse.

**1.4. Audience to Address the Committee**

*This is the opportunity for members of the community to address the committee concerning items not on the*

*agenda. Persons addressing the Committee will be allowed a maximum of three (3) minutes for their presentation. Persons may not yield their time to another speaker (Gov. Code § 54954.3)*

- No audience members were present to address the council.

**1.5. Agenda Modifications**

- No agenda modifications were made.

**2. BUSINESS - 25 minutes**

**S. Domenighini**

**2.1. Marketing Contract and Related Budget Changes**

- After meeting with several marketing firms, Susan Domenighini felt that MC2 Design Group was the best option for Blue Oak. They are a local entity that have partnered with Butte College and Sierra Nevada in the past. One of their biggest focuses for our school will be to help Blue Oak curate a cohesive message about our school in order to effectively market ourselves.
- The first steps, and the most important, are to meet with a group of staff members who will represent the school to decide what important information we want our community members to know about Blue Oak. The easier following steps will then be to get to actually get the decided upon message out to the community. This was a company recommended by Chelsea Parker.
- Susan Domenighini presented the marketing plan and contract from MC2 which outlines these next steps. The first portion in reference, called the deliverables, will cost \$4,500. Susan is asking for approval of \$10,000 in order to implement and move forward with the recommended steps.
- Susan found that the other companies she met with had great intent to market our school but did not seem to be interested or able to help us with our schools messaging itself.
- Susan is recommending that these funds be taken from the portion of the office staff budget that is typically allocated for a Parent Liaison. This position typically spearheads marketing and outreach efforts, however, since we have no in-person events this year, this position was not needed. Susan would like to bring a Parent Liaison back to the Blue Oak campus when things return to normal but for now, the funds are not needed.
- Many BOFC members voiced their excitement to move forward with this plan. Many liked the idea of reallocating funds from the Parent Liaison budget and hope that there will be a quick return in investment as we move forward with this plan.
- Chelsea Parker made a motion to recommend the BOCC allocate \$10,000 the office staff budget to be used for marketing purposes. Chairun Combs seconded the motion.
- Chelsea Parker amended her motion to specifically include recommending the approval of this contract by the BOCC as well. Chairun Combs seconded the motion.
- No further discussion.
- Vote

Name	Yes	No	Abstain	Absent
Susan Domenighini	X			
Chelsea Parker	X			

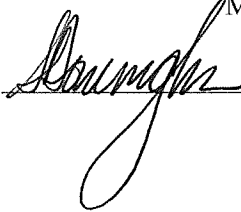
Franki Boisseree	X			
Chairun Combs	X			
Nick Meier	X			
Maggie Buckley	X			

➤ Vote passes.

**3. NEXT MEETING - Tuesday, January 12th, 2021**

➤ Susan adjourned the meeting at 4:37PM.

**ADJOURNMENT**

Minutes Taken By: Alexandra Archer  
Approved by:  Date: 1/13/21

