

NEW MEXICO ACADEMY FOR THE MEDIA ARTS
GOVERNING COUNCIL MINUTES
September 13th, 2022 10:00am
Virtual Meeting via Zoom Platform

1. Quorum Call
 - a. Mike called the meeting to order at 10:00am
 - b. Board Member Quorum Call
 - i. Michael Trujillo – Present
 - ii. Carolyn Carlson – Present
 - iii. Malinda Menke – Present
 - iv. Channing Concho – Present
 - v. Faith Sisneros – Present
 - vi. A quorum is present
 - c. Staff Present: Jonathan Dooley, Tom Richardson, Anthony Conforti and Patrick Kelly
 - d. Public Present: Jennifer DeGraaf, Savannah Willingham and Andrea Brown from Carroll Strategies, Mike Vigil from the Vigil Group

2. Approval of Agenda
 - a. Channing made a motion to approve the agenda
 - b. Malinda seconded
 - c. There was no discussion
 - d. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - e. Motion Passed 5-0

3. Approval of Minutes
 - a. August 9th, 2022 Minutes
 - i. Carolyn made a motion to approve the August 9th, 2022 minutes
 - ii. Malinda seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
 - b. August 27th, 2022 Minutes
 - i. Malinda made a motion to approve the August 27th, 2022 minutes
 - ii. Carolyn seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”

v. Motion Passed 5-0

4. Committee of the Whole
 - a. No comments

5. Public Comment
 - a. No comments

6. Vigil Group Introduction
 - a. Jonathan introduced Mike Vigil from the Vigil Group
 - i. Mike discussed how they work with numerous schools and how they will work with Pat over the month of October so that there is a smooth transition when they take over in November
 - ii. Mike Trujillo had a question on how many hours per week will they be billing the school
 1. Mike Vigil replied that they don't bill based on hours, but as a flat rate for their services

7. Reports
 - a. Recruitment Committee
 - i. Andrea reported on the status of trying to build relationships with community entities/individuals
 1. Carroll Strategies will send their list of fifteen potential partnerships for Jonathan to review to narrow it down
 - ii. Press Releases
 1. Round up of fall internships with background information
 - a. If one is media worthy, we will focus on that
 2. Possible around the students working at the AFMX film festival
 - a. Jonathan reported that some students dropped out but we have one helping
 - iii. Social Media
 1. Share the new entry
 2. Pictures of what students are working on for the merchandise contest
 3. Mike had a question if we have specifically one person that works with students/staff on various social media posts
 - a. Need links and tags on all postings
 - b. Need to be trained on how to post properly
 - c. Jonathan said that he is the only one posting
 - i. Andrea will work with Jonathan how to tag individuals or organizations

- b. Internship Coordinator Report
 - i. Tom reported that we are on track to increase our internship numbers due to less restrictions due to COVID
 - 1. Seniors are almost at 60% have completed (just a few in progress)
 - 2. Underclassmen are participating more
 - 3. Students are going beyond just the internship and actually gaining employment
 - a. Ice Wolves have hired one former student and one current
 - ii. Marketing and social media for local restaurant has been requested
 - iii. AFMX has a student helping this week
 - iv. Balloon Fiesta
 - 1. Current student is developing a film for the event and is mentoring younger students
- c. Media Coordinator Report
 - i. Anthony mentioned how successful the Ice Wolves internship is going
 - 1. The school is having auditions to be able to participate in the internship
 - a. 20 applicants were put through a 3-hour boot camp
 - b. Top 5 will be selected for the internship
 - 2. Last year we had some students that were not responsible during the live show and these auditions will help raise the bar of professionalism
 - ii. Mental Health Project
 - 1. Last week a session was recorded between Taos High School and our school through our tri-caster
 - a. Showed a clip of the session
 - 2. Will try to add in Eldorado HS and Hatch students
 - 3. Deadline is in a month so that Pamela Herndon can submit to legislature
 - 4. Anthony would like to see if there is potential to connect students together from around the state and around the world now that the technology is available
 - iii. Film Expo
 - 1. Thanked Mike and Carolyn for attending
 - 2. Sent Puck a thank you email for inviting us and she responded
 - a. Anthony asked if she could help with getting guest speakers on various “crafts” in the film industry

- d. Principal Report
 - i. Jonathan showed video of Zombie Apocalypse
 - ii. Enrollment and Recruitment Update
 - 1. Enrollment is at 181, down from last year
 - 2. Search Engine Optimization Update
 - a. 373 clicks in August, maintaining high rate. However, going down as school year has started.
 - b. People still searching, but not as much.
 - c. Next peak is in February.
 - d. Google Business Profile in the works.
 - e. Continue monitoring ads...
 - f. TikTok Trends where students can replicate and post:
<https://www.apexmarketers.com/trending-tiktoks>
 - 3. Senior Recruitment Focus
 - a. Instagram and TikTok are the best social media platforms for people their age.
 - b. Students stressed that the photos/ videos should show kids doing stuff.
 - c. Students would like to create the posts so that the posts reflect the student perspective.
 - d. Specific ideas included clips of the films like the ones they made last year, time lapse videos of students doing stuff like painting a mural, making a film, etc.
 - iii. School Culture and Climate
 - 1. Merchandise Contest
 - a. Alexis Vilay, Graphic Designer + Art Director
 - b. Original artwork with school logo, designs in one color.
 - c. All proceeds go back into creating more merch.
 - d. Deadline is Friday, September 23
 - 2. Community Green Space Update
 - a. Asphalt has been removed north of portables
 - b. Raised beds have been cleaned out in open space and transported onto campus
 - 3. PAC Ice Cream Social
 - a. Held in remodeled lobby of CTE Wing
 - iv. Survey Results "How did you hear of Media Arts"
 - 1. 12% Mailer
 - 2. 12% Internet Search
 - 3. 3% School Visit
 - 4. 73% Word of Mouth
 - v. Lobbying the Round House
 - 1. November 2022 Ballot to Increase Annual Distribution

- a. HJR 1 (House Joint Resolution) that passed at the last Legislative Session.
 - b. Ask the voters to increase the annual distribution from the land grant permanent fund by 1.25% which is about \$211.5M. For the following purposes:
 - c. 60%, or \$126.9 ml for early childhood education
 - d. 40%, or \$84.6 ml, to enhance instruction for at-risk students, increase teacher compensation and extend the school year
 - 2. January 2023 Session Talking Points
 - a. Start thinking Capital Outlay by this November
 - b. Thanks to oil and gas, the state has \$2.5B in new money by July 2023, and another \$2.6B will go to Early Childhood.
 - c. Current budget has a surplus of \$3.8B.
 - d. January session will consider:
 - e. Major increases to programs that are successful
 - f. Improved services and endowments to replace general fund
 - g. Adjustments that spur economic development
- vi. Renewal Update
 - 1. 2022-23 Mission-Specific & Media Arts-Specific Goals
 - a. Jonathan shared graphs showing how we met our Career Pathway goals but did not meet our internship goals
 - 2. Student Achievement
 - a. Dual Credit Courses Completed
 - i. 2022 Graduating class had the least amount of dual credit courses completed over the current charter term
 - b. Math and Reading
 - i. Both had drops in SY2021 during remote instruction but returned to normal in SY2022
- vii. PEC Meeting
 - 1. This Friday, the PEC will be reviewing the Preliminary Annual Report.
 - 2. The Report will be a preliminary while awaiting the assessment information in November 2022.
 - 3. PEC agenda has already been sent to the Council with ZOOM links and information.
 - 4. PEC requests that a school representative be present
 - 5. Jonathan will be ZOOMing
 - 6. Renewal Application uploaded by Thursday to CSD
- viii. Upcoming Events

1. September 15 – Renewal Application Due
 2. September 16 – PEC Hybrid Meeting
 3. September 21 – Curriculum Night
 4. October 6 – Parent/ Teacher Conferences
 5. October 7-10 – Fall Break
- ix. Malinda requested a copy of the presentation so she can review the charts and graphs
1. Jonathan will email the council his report with the graphs this afternoon
- e. Financial Report
- i. Pat reported on the finances for August 2022
 1. Discussed various funds and their balances
 2. Reviewed the disbursements and deposits for the month
 3. There was \$231K of receipts and \$301K of expenditures
 - ii. Pat discussed that this report is more reflective of the current budget position as all teachers’ (except for our MS Humanites teacher) contracts and benefits/taxes are entered
 1. The school is spending less on classroom and student support as fixed costs for admin and facilities are becoming a bigger portion of the budget as enrollment decreases.
 - iii. Presentation of Budget Adjustment Requests (BARs)
 1. Pat presented seven BARs
 - a. BAR 501-001-22-23-0002-I
 - b. BAR 501-001-22-23-0003-IB
 - c. BAR 501-001-22-23-0004-I
 - d. BAR 501-001-22-23-0005-I
 - e. BAR 501-001-22-23-0006-I
 - f. BAR 501-001-22-23-0007-I
 - g. BAR 501-001-22-23-0008-I
 - iv. Bank Account Changes
 1. Pat suggested that the school open a bank account at Bank of America next door
 - a. Use funds from Nusenda (proposed closing) to open it
 - b. Will help staff with convenience for deposits as the school transitions from an on-site business manager
 2. Since Pat is leaving and the Vigil Group will not be a signer, the admin and council need to decide on who will sign checks and if two signature policy should change
 - v. Charter Renewal Update

1. Pat shared added language to the Facilities section of the renewal
 - a. Highlighted our Lease Purchase Agreements and the equity that has been gained from them
- vi. FY2022 Audit Update
 1. Pat reported that the FY22 audit is going well and ahead of schedule
 - a. We had an update meeting yesterday, next meeting will hopefully be the exit conference in mid-October
 2. Pat will be tracking down the last few signatures for the conflict of interest
- vii. CPO and Business Manager Change
 1. Will need to be on the October agenda and then the PEC will need to be notified
 2. Pat is compiling a “Business Manager Duty” list to help with the transition of financial and other duties
- viii. CTE Building Dedication
 1. Pat requested that naming the CTE Wing after the Gladstones be on the October agenda
- ix. Approval of Financial Report
 1. Channing made a motion to approve the August 2022 financial report
 2. Malinda seconded
 3. There was no discussion
 4. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 5. Motion Passed 5-0

8. Action Items

- a. Approval of Budget Adjustment Requests (BARs)
 - i. Malinda made a motion to approve the BARs as presented
 1. BAR 501-001-22-23-0002-I
 2. BAR 501-001-22-23-0003-IB
 3. BAR 501-001-22-23-0004-I
 4. BAR 501-001-22-23-0005-I
 5. BAR 501-001-22-23-0006-I
 6. BAR 501-001-22-23-0007-I
 7. BAR 501-001-22-23-0008-I
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0

- b. Approval of Opening and Closing Bank Accounts
 - i. Pat presented that due to declining revenue, the school may want to consolidate bank accounts but also open one up at Bank of America next door to aid in convenience for staff once he leaves
 - ii. Action item moved to October 2023
 - c. Approval of Charter Renewal Application
 - i. Channing made a motion to approve the Charter Renewal Application
 - ii. Malinda seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
 - d. Election of Officers
 - i. Carolyn made a motion that all members stay in their respective positions until after the charter renewal process is completed in January 2023
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
 - e. Approval of Construction Expenses
 - i. Standing Item – not needed
9. Old Business
- a. Council Training
 - i. Carolyn and Malinda noted which PED trainings they have registered for
 - 1. Mentioned that it would be good to have all council members have some training completed or scheduled prior to site visit and renewal
10. New Business
- a. None presented
11. Adjournment
- a. Agenda complete
 - b. Meeting adjourned at 11:29am