



- Call to Order:** 6:30 p.m. by William Hintz. Roll call taken; quorum established.
- Members Present:** William Hintz, Sandy Lundberg, Leslie Manske, Eric Dimmitt, Theresa Schmechel
- Others Present:** Michael Leach, Josh McDaniel, Bryan Grunewald, Janel Mielke, Danielle Bieber, Catherine Wilson, Dana LaPointe, Kelley Janowski, Ann Baumann, Jennifer Balthazor-Strom, Peg Meddaugh (joined at 7:58)
- Recognitions:** M. Leach shared his monthly recognitions with the board. If you would like to read the details, please see page 1 of the board packet.
- Reports:**
- Audit Report:** Bryan Grunewald from CliftonLarsenAllen (CLA) presented the following components of the Audit Report:
- Governance Communication
 - Internal Control Communication
 - Final Report & Financial Statement
- Marketing Report:** The September and October marketing update was presented by C. Wilson and D. Bieber.
- Enrollment Update:** A. Baumann presented the enrollment reports. We have 331 enrolled students as of November 3rd. Retention has been excellent this school year. We are still receiving applications. S. Lundberg motioned to approve 13 regular education alternative open enrollment student applications; deny five regular education student applications and deny six Special Education student applications, seconded by L. Manske.
Motion carried unanimously.
- Budget Update:** J. McDaniel presented October's Monthly Check Register. E. Dimmitt motioned to approve the October 2023 Check Register, seconded by T. Schmechel.
Motion carried unanimously.
- J. McDaniel presented the Budget vs. Actual Summary.
- J. McDaniel also presented the 2023-24 Enrollment Projections vs. Budget chart. Each month, he will include this chart as part of the Budget Update report.
- Old Business:** S. Lundberg motioned to approve the October 12, 2023 Minutes from the Regular Session Board Meeting, seconded by T. Schmechel. *Motion carried unanimously.*
- New Business:** **Marketing Budget Request** - C. Wilson and D. Bieber requested additional funds for their marketing budget. The Marketing Team is looking to expand back into television advertising outlets similar to previous years, but by using a different strategy. This strategy would include television advertising in November, December, January and in the Summer of 2024. In November and December the focus would be on alternative enrollment. January's focus would be on second semester alternative enrollment, summer school and open



enrollment 2024-25. Lastly, the summer of 2024 would focus on alternative enrollment for 2024/25. If the additional funding is approved, we would enter in an agreement with Really Resourceful Group who would assist us with the timing and location of the advertising spots on hulu, Milwaukee and Green Bay stations. After the ads/interviews air, the Marketing Team will include an update on the results of the campaigns in their monthly Marketing Report.

L. Manske motioned to approve the proposal to enter into a television agreement with Really Resourceful Group divided up into the following campaign:

- \$2500 Fox 6 Milwaukee (November)
- \$2500 WISN ABC 12 Milwaukee (December)
- \$2500 CBS Green Bay Interview & TV Schedule (December)
- \$2500 NBC Green Bay (January)
- \$2500 CBS Milwaukee TV Interview & Schedule (January)
- \$2500-\$5000 OTT/Streaming + Select PR Spots (May-June 2024 selected Zip Codes)

The total cost of the additional marketing funds not to exceed \$15,000 for this budget cycle. Motion seconded by E. Dimmitt. *Motion carried unanimously.*

Elementary Curriculum Update - Janel Mielke updated the board on the status of the Elementary curriculum. First semester 4K and 5K are finished. 4K and 5K Language Arts (second semester) is almost complete. The rest of the courses are complete. First and Second grade is currently being written by the Elementary Curriculum Writing Team. The goal is to have first semester complete by April 2024 and second semester complete by June 2024.

NOSD/WVL Board Workshop Update - A joint board workshop was held on November 6th. Ken Zastrow from National Insurance Services (NIS) presented information regarding our current health insurance plan, the annual review process, current state of the market and potential renewal options for 2024. NIS will complete an analysis of potential insurance options for consideration. Once the analysis is complete, M. Leach will update the board.

Next Meeting: The next WVL Board Meeting will be held on December 14, 2023 via Zoom.

Topics suggested for the December meeting include:

- Revised early graduation guidelines for our student handbook.

Adjournment: E. Dimmitt made a motion at 8:32 p.m. to adjourn the Regular Session Meeting, seconded by S. Lundberg. *Motion carried unanimously.*

Respectfully submitted,

Eric Dimmitt, Secretary

William Hintz, Board President