



**BOARD OF DIRECTORS MEETING**  
**Thursday, January 24, 2019 - 5:00p.m. -- 7:00 p.m.**  
**Perpich Center for Arts Education**  
**Large Glass Box Conference Room**  
**6125 Olson Memorial Highway**  
**Golden Valley Minnesota 55422**

*Mission: to provide all Minnesota students the opportunity to develop and integrate their artistic and academic abilities to their highest potential.*

**REGULAR MONTHLY MEETING**  
**Unapproved – MINUTES - Unapproved**

**CALL TO ORDER** – The Chair called the meeting to order at 5:00p.m.

**MEMBERS PRESENT** – L. Brobeck, J. Grams, L. LeCuyer, M. Nabors, M. Ollig, G. Winter, J. Workman

**ACTION:** CONSENT AGENDA - The consent agenda consists of non-controversial items the Board may adopt routinely. Any single member may remove an item from the consent agenda by requesting removal at the time the consent agenda is moved for adoption. Items to be approved by consent:  
Approval of the Minutes, Board of Directors Regular Meeting, December 20, 2018  
Receive Agency Budget and Financial Report, period ending December 31, 2018 – Thomas Johnston, Finance Director  
A motion was received from Member LeCuyer and a second provided by Member Winter. On a voice vote the Consent Agenda was approved with all members voting in favor and none against.

**INFORMATION:** Executive Director's Report – Dr. Curt Tryggestad provided a review of his activities on behalf of the agency over the previous month. Highlights included presenting to a Superintendents' meeting at Sourcewell in Staples, meeting with Andrew Olson of the Governor's office regarding board member vacancies and applications for appointment that have been received in particular for Congressional Districts 3, 7 & 8, attendance at MSBA Conference, continued progress with strategic planning process, meetings with Senator Wiger, Representative Winkler and Senator Cwodzinski, upcoming travel to Willmar to speak to a Superintendents meeting, meetings scheduled with Representative Kresha and Senator Carla Nelson.

**INFORMATION:** Arts High School Update – Principal Ahava Silkey Jones reported on activities of the Arts High School since the December Board meeting that included a visit from UNAVISION (Spanish language television station), Scholastic Art Awards, Concordia University's High School Honors Exhibition, admissions and recruitment activities, Music Concert completed, end of the first Semester, and two notable alumni - Mandy Meisner and Samantha Rei.

## Board of Directors Unapproved Minutes

Thursday, January 24, 2019 – 5:00p.m. – 7:00 p.m.

Page 2 of 3

**INFORMATION:** Social Media/Online Presence Update - Communications Director Betsy Anderson and Principal Ahava Silkey Jones presented an update on digital outreach efforts. In the previous month, these contacts achieved 1.43 million impressions that resulted in 6,880 clicks to reach our website, the average price per click was \$.61, overall traffic to our website has increased 400%, traffic from outside the metropolitan area has increased from 10% to 30% of the total traffic to the website, video ads have begun running and in one week have delivered 99,000 impressions with 47,000 individuals watching the full video. They are looking forward to seeing how these numbers translate into applications of enrollment.

**INFORMATION:** Outreach Update – Senior Director of Policy Dr. Pam Paulson related progress regarding: the new Arts Standards that are currently advancing through Minnesota Department of Education approval processes, committees for all current CAPP schools have begun meeting, Creative MN data mining project is underway, participation on the Capitol Art Exhibit Advisory Committee, work in the Regional Centers, Music and Theater Workshops that have been recently offered, and a donation of \$1,500 from the former Perpich Foundation to the Perpich Library that will be used to create a maker space.

**INFORMATION:** Technology Update – Finance Director Thomas Johnston shared news of technology upgrades that are planned and will go into effect soon including upgraded (higher capacity) switches for all buildings, key fob security for entrance to the Arts High School building and 21 new cameras plus replacement of 7 existing exterior cameras.

**INFORMATION:** Review ED's Annual Report as submitted to the Legislature – Dr. Tryggestad highlighted items of interest in the report that was submitted to the Legislative Reference Library on January 15, 2019 as per §129C.27.

**INFORMATION:** Review Legislative Advocacy documents and Advocacy Day at the Capitol – Dr. Tryggestad presented two documents to the Board members that have been created to provide Agency talking points for communications with Legislators and took questions from the Board members about content and they're use.

**INFORMATION:** Board Vacancies and Appointments – Dr. Tryggestad described a recent meeting with Andrew Olson of the Governor's office about vacancies to the Perpich Board.

**INFORMATION:** Committee Reports:

Appeals Committee (n/a): No report.

Board Development Committee – Greg Winter: No report.

Budget and Finance Committee – Mikal Nabors: The next meeting will occur prior to the Board (Annual) meeting on February 28.

Executive Committee – Julie Workman: Executive Committee met prior to this day's Board meeting and held discussion about plans for legislative advocacy.

Government Relations Committee – Leslie LeCuyer: No report.

Human Resources Committee – Linda Brobeck: No report.

Information/Technology Committee – TBD: No report.

Board of Directors Unapproved Minutes

Thursday, January 24, 2019 – 5:00p.m. – 7:00 p.m.

Page 3 of 3

Nominating Committee – Linda Brobeck: No report.

Statewide Arts Outreach Committee – Leslie LeCuyer: No report.

Future of Perpich Task Force – Julie Workman: Identified as an ad hoc committee and will be removed from future board agendas.

**INFORMATION:** Board Member Discussion:

Travel & Events – Member Ollig informed members that he is holding a show opening in the International Market Square, Minneapolis on Friday, February 1, 2019

Board Member Forum – No member of the Board rose to address the body.

**INFORMATION:** Open Forum/Public Comment (limited to 2 minutes each, total of 20 minutes) – No member of the public attending rose to address the Board.

**ADJOURNMENT:** The Chair declared the meeting adjourned at 6:33p.m.