



**Cleveland Transformation Alliance**

**Minutes of the Board of Directors**

January 25, 2021 | 5:30 PM

Via Zoom

**In Attendance**

Baumgartner, Mark  
Bingham, Anne  
Downing, Diane  
Gibson, Richard  
Gordon, Eric  
Heard, Robert

Jordan, Sharon Sobol  
Klupinski, Stephanie  
Marbury, Shana  
Mullin, Ann  
Patterson, Jeffery  
Price, Monyka

Rosskamm, Alan  
Ruiz, Victor  
Tenney, Turkessa  
Williams, Helen  
Zachariah, Sajit

**Absent**

Friedman, Lee  
Jackson, Mayor Frank  
King, Brooke

Napoli, August  
Payton, Kevin  
Randel, Erin

Reyes, Jose

**Other Attendees**

O'Donnell, Patrick  
Patterson, Teela

Rice, Tina  
Shi, John

Smith, Brandy

**Cleveland Transformation Alliance Staff**

Marnecheck, Meghann  
Stacy, Eli  
Ziegler, Natalie

**Welcome, Approval of Minutes, and Announcement of Reappointment of Board Members**

Dr. Monyka Price called the meeting to order at 5:47 PM. Dr. Price gave an opening welcome and gave an overview of the agenda.

Dr. Price opened the floor for discussion to approve the December 7, 2020 Board Meeting minutes. Mr. Alan Rosskamm asked if CTA Staff could summarize the minutes more in the future. Dr. Price stated that Ms. Meghann Marnecheck and Mr. Eli Stacy would reduce the number of pages and summarize more. Dr. Price asked for a motion to approve the minutes.



Ms. Turkessa Tenney made the motion to accept the minutes. Then, Dr. Helen Williams seconded the motion. The Board unanimously approved the minutes.

At 5:52 PM, Ms. Marnecheck showed the active roster of Board Members reappointed at the end of 2020 for a two-year term and the Board Members that were up for reappointment at the end of 2021. Ms. Marnecheck asked Dr. Price to comment, and Dr. Price stated that Mayor Frank Jackson was grateful for the Board Members continuing their service. Continuing, Ms. Marnecheck advised the Board Members who would be up for renewal that she will contact them at the end of 2021.

### **Board Organization**

At 5:53 PM, Ms. Marnecheck shared the 2021 CTA Board Directory list and asked them to update her on any errors or updates. Additionally, Ms. Marnecheck shared the 2021 CTA Board Committee Assignments, and she asked the Board that they notify her of any errors or omissions. Lastly, Mrs. Marnecheck showed the Board the CTA Business Ethics Policy, asked them to review, sign and return it as required annually, and stated she would send it to them after the meeting.

### **Cleveland Plan Refresh Process Update**

At 5:55 PM, Ms. Marnecheck shared that the Cleveland Plan Progress Committee and some other Board Members met the prior week on January 19, 2021, at noon to discuss CTA's plan to move the Cleveland Plan forward. During the conversation, the participants reaffirmed CTA's intention to build upon the Cleveland Plan's existing foundation and talk through necessary logistics for the process. Ms. Lori McClung, with Advocacy and Communication Solutions (ACS), listened to the Cleveland Plan Progress Committee and adjusted the Scope of Work to include their recommendations. Ms. Marnecheck and Ms. Shana Marbury would serve as the point of contact for the Cleveland Plan Refresh. Also, the Cleveland Plan Progress Committee recommended holding two Board retreats to gain focused insight.

Ms. Marnecheck highlighted that the Cleveland Plan Refresh work would take place from February 2021 to September 2021 and take the lead to direct the CTA Strategic Planning work. Additional conversations with the Board would be necessary to generate a Core Group that ACS recommended, made up of multiple community stakeholders. Then, Ms. Marnecheck asked Ms. Marbury to comment on January 19, 2021, Cleveland Plan Progress meeting.

Ms. Marbury stated that Ms. Marnecheck gave a thorough overview and that the conversation was fruitful. Additionally, Ms. Marbury said that ACS laid out a transparent process that included full engagement with the Board and external community stakeholders. Dr. Price



agreed with Ms. Marbury that the conversation grounded the Cleveland Plan Progress Committee in work and showed a clear timeline for the job.

Adding, Mr. Eric Gordon said that he appreciated the time spent understanding the Cleveland Plan's context and the conversation, including new voices. Mr. Gordon saw the Cleveland Plan Progress conversation as needing a both/and strategy instead of an either/or decision. Moreover, Mr. Gordon agreed that CTA needed to perform the Cleveland Plan Refresh and the CTA Strategic Plan work in tandem, with the Refresh work taking the lead.

### **2021 Contract Approvals**

At 5:59 PM, Ms. Marnecheck introduced the ACS Scope of Work and Quote. Ms. Marnecheck reiterated the Cleveland Plan Refresh and the CTA Strategic Plan would happen together. However, the Cleveland Plan Refresh conversation would inform the direction of the CTA Strategic Plan's creation. ACS quoted \$80,000, which did not include Research and Engagement costs, for the Cleveland Plan Refresh conversation. Furthermore, Ms. Marnecheck said the Research and Engagement would cost up to \$80,000, and CTA would need to fundraise to cover the expenditure.

Nevertheless, ACS would use CTA's recent research and other available research to reduce the total Research and Engagement cost possibly. For the Strategic Planning, ACS quoted \$40,000, which will go to Thrive at Work. Ms. Marnecheck stated the full amount before the Board for approval was \$120,000.

Dr. Price asked if ACS would do the Research and Engagement work before CTA fundraised. Ms. Marnecheck stated that ACS would have to perform a preliminary review of existing research before moving forward and advising CTA on what additional research was needed. ACS would perform analysis after CTA garnered additional funds through grants.

Dr. Williams said that the work scope was reasonable and that ACS needed to look through all the data moving forward. However, Dr. Williams stated that CTA should move ahead, and the Board Members, with ties to philanthropy, would help CTA raise the additional funds if the amount was not excessive.

Dr. Price asked if there were additional comments or questions from the Board. Hearing no discussion, Dr. Price asked for a motion to enter into a contract agreement with ACS. Ms. Diane Downing made the motion to enter into the contract, and Mr. Jeffery Patterson seconded the motion. The Board unanimously approved the resolution to enter into a contract with ACS.



At 6:07 PM, Ms. Marnecheck went over the Barnes Wendling contract for the CTA Annual Audit and 990 Submittal. Ms. Marnecheck stated that this year's contract increased to \$6,900 from \$6,500.

Dr. Price asked for a motion to enter into a contract agreement with Barnes Wendling. Dr. Sajit Zachariah made the motion to enter into the contract, and Ms. Ann Mullin seconded the motion. Then, the Board unanimously approved the resolution to enter into a contract with Barnes Wendling.

At 6:09 PM, Ms. Marnecheck went over the Good Cause Creative contract for significant website updates, annual communications, website maintenance, and routine website updates. This year, CTA would have a one-year contract instead of multiple contracts with Good Cause Creative. Receiving one 12-month contract better provides the Board with a clear picture of all the work they are doing for CTA. Ms. Marnecheck stated that \$16,248 was the contract total.

Dr. Price asked if CTA were not to need Good Cause Creative to perform a particular service, would there be a refund. Ms. Marnecheck stated yes, and that Good Cause Creative allowed CTA to reallocate funds in 2020 as organizational needs changed. Furthermore, Dr. Price asked if the contract would run for the calendar year. Ms. Marnecheck stated that the agreement would run from February 1, 2021, to January 31, 2022, to allow the Board to vote on the next contract without service interruption.

Dr. Price asked for a motion to enter into a contract agreement with Good Cause Creative. Dr. Williams made the motion to enter into the contract, and Ms. Downing seconded the motion. Then, the Board unanimously approved the resolution to enter into a contract with Good Cause Creative.

At 6:14 PM, Ms. Marnecheck went over the T. Rice Communications LLC's contract for the Comprehensive Marketing Plan. The Communications and Engagement Committee had numerous conversations on the level of marketing that CTA needed. After CTA completed a search for marketing companies, Ms. Marnecheck found T. Rice Communications LLC using GCP's Office of Equity and Inclusion's Online Tool. In November 2020, Ms. Tina Rice presented before the Communications and Engagement Committee. The T. Rice Communications LLC's contract would allow for line items to be adjusted as needed. Ms. Marnecheck said that \$20,000 was the contract total.

Dr. Price questioned if up to \$20,000 was going to be used or exactly \$20,000. Ms. Marnecheck stated that it would be close to \$20,000 used, and the operating budget had the amount allotted. Ms. Tenney asked for clarity on how CTA would spend the funds. Subsequently, Ms.



Marnecheck explained that CTA would pay the invoices gradually instead of through one lump sum. Therefore, if CTA did not use all of the funds, it would remain in the marketing budget.

Dr. Williams asked why the retainer was so small based on the amount of work. Answering, Ms. Tina Rice stated she determined her retainer fee based on the work not being too intensive.

Dr. Price asked why CTA needed the marketing campaign. In response, Ms. Marnecheck said the goal was to use the marketing campaign to notify parents of CTA's summer enrollment resources. CTA would coordinate with other partner organizations to prevent overlap. Dr. Price asked if it involved marketing for school choice, and Ms. Marnecheck said yes. Ms. Mullin said that messaging should also include reintegrating families back into Cleveland's educational landscape with compassion.

Dr. Price asked if there were additional comments or questions from the Board. Ms. Tenney said, as a parent, she was excited about CTA getting the word out about its resources. Hearing no further discussion, Dr. Price asked for a motion to enter into a contract agreement with T. Rice Communications LLC. Mr. Patterson made the motion to enter into the contract, and Ms. Tenney seconded the motion. The Board unanimously approved the resolution to enter into an agreement with T. Rice Communications LLC.

### **Executive Director's Report**

At 6:26 PM, Ms. Marnecheck gave her Executive Director's report. She introduced the Board to the new Navigators Ms. Anju Abdullah, Ms. Natalie Ziegler, and Ms. Maxine Williams. Ms. Marnecheck gave their biographies to the Board. Moreover, Ms. Marnecheck announced the release of the 2021 School Quality Guide and the distribution goals. Ms. Marnecheck asked the Board to communicate with her if they needed copies of the 2021 School Quality Guide or use the link on CTA's website.

Additionally, Ms. Marnecheck highlighted that CTA received the Rapid Response Fund grant to assist with the Navigator work. However, the Howley Foundation did not grant CTA's request for funding. Ms. Marnecheck stated that the Rapid Response Fund funds would release allotted financing to go to the marketing budget, business expense line items, and proposed salary increase and position reclassification for the Program Coordinator. Furthermore, Ms. Marnecheck notified the Board that CTA submitted a Non-Profit focused RFP to the Ohio Department of Education (ODE) for family engagement programs. The ODE grant would also help secure funding to keep the part-time Navigator staff employed year-round, contacting disengaged students, and creating a Parent Action Network. Also, Ms. Marnecheck anticipated submitting grant proposals to the Jewish Federation of Cleveland, Ginn Family Foundation, Bruening Foundation, and the Higley Fund in February.



Ms. Marnecheck reminded the Board of the next Board Meeting on Monday, March 15, 2021, at 5:30 PM.

Concluding, Ms. Marnecheck reminded the Board to look out for updates from the Cleveland Plan Progress Committee. Ms. Marnecheck reminded the Board that the Executive Committee would meet on February 2, 2021, at 10:30 AM, and the Communications and Engagement Committee would meet on February 9, 2021, at 3:00 PM. Furthermore, the Charter Review Committee would meet on February 24, 2021, at 2:00 PM; and the Finance Committee would meet on March 11, 2021, at 8:30 AM. Afterward, Ms. Marnecheck asked the Board if they had any comments or questions.

Dr. Price commended Ms. Marnecheck on her work gathering funds for CTA.

Ms. Stephanie Klupinski asked why CTA did not include other charters in the ODE grant. In response, Ms. Marnecheck explained that ODE requested CTA have partners in the grant proposal that had demonstrable working relationships with the organization. Since representatives from the school systems listed on the grant are on the Board, it was the best option to utilize them to apply for the grant, but Ms. Marnecheck hoped CTA partners with other charter schools in the future.

### **Adjournment**

Dr. Price asked for a motion to adjourn the meeting. Mr. Robert Heard motioned to adjourn, and Ms. Downing seconded the motion. Dr. Price adjourned the meeting at 6:36 PM.