

**EARLY CHILDHOOD EDUCATION MUNICIPAL DEVELOPMENT  
CORPORATION BOARD OF DIRECTORS  
MEETING MINUTES  
TUESDAY, MAY 10, 2022  
2:00 PM  
PRE-K 4 SA NORTH EDUCATION CENTER**

**Members Present:** Board Member Elaine Mendoza, Chair, *Mayoral*  
Board Member Brandon Logan, *District 2*  
Board Member Joe De La Garza, *District 3*  
Board Member Richard Perez, *District 4*  
Board Member Frances Guzman, *District 7*  
Board Member Dr. Shari Albright, Secretary, *District 8*  
Board Member Dr. Richard Middleton, *District 9*  
Board Member Jan Kirby, *District 10*

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**Members Absent:** Vacant, *District 1*  
Board Member Andrea Greimel, *District 5*  
Board Member Dr. Tracy Hurley, *District 6*

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**Staff Present:** Sarah Baray, Ph.D., *Pre-K 4 SA Chief Executive Officer*; Alex Lopez, *Assistant City Manager*; Paul Chapman, *Pre-K 4 SA*; Larrisa Wilkinson, *Pre-K 4 SA*; Eryanne Taft, *Pre-K 4 SA*; Daisy Castillo, *Pre-K 4 SA*; Shreya Shah, *City Attorney's Office*; Michael Ramsey, *Workforce Development Office*; Rene Gonzalez, *Garza/Gonzalez & Associates*; Eli Mendoza, *Garza/Gonzalez & Associates*; Joe De La Rosa, *Pre-K 4 SA*; Eddie Johnson, *Pre-K 4 SA*;

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**Also Present:** JoAnn Figueiredo, *Pre-K 4 SA*; Rebecca Garza, *Pre-K 4 SA*; Mayra Cortes, *Pre-K 4 SA*; Marisa Martinez, *Pre-K 4 SA*; Amy Contreras, *Workforce Development Office*; Marcos Mora, *Workforce Development Office*; Amy Cowley, *Workforce Development Office*; Japan Shah, *Finance*; Tamika Miles, *Finance*; Ramiro Amaro, *ITSD*; Ileana Sandoval; *City Council District 9*; Sara Rios, *City Council District 10*;

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### **Call to Order**

Chairwoman Mendoza called the meeting to order at 2:02 PM.

**1. Approval of minutes of the April 5, 2022, Early Childhood Education Municipal Development Corporation Board of Directors Strategic Planning meeting.**

Board Member Logan moved to approve the minutes from the March 22, 2022 meeting. Board Member Guzman seconded the motion. Motion carried unanimously by those present.

**2. Public Comments [If a member of the public would like to provide comment to the Pre-K 4 SA Board on PreK 4 SA related matters, please email comments to**

**prek4sa@sanantonio.gov before 2:00 PM on the day of the meeting]**

There were no public comments to be heard.

### **Consent Agenda**

- 3. Board action to allow Pre-K 4 SA staff to utilize the BuyBoard Purchasing Cooperative to purchase classroom furniture from Community Products LLC dba Community Playthings through March 31, 2023, with two, one-year options to renew for a total amount not to exceed \$150,000.00. [Daisy Castillo, PreK 4 SA Department Fiscal Administrator]**

Board Member Albright moved to approve the item allowing Pre-K 4 SA staff to utilize the BuyBoard Purchasing Cooperative to purchase classroom furniture from Community Products LLC dba Community Playthings through March 31, 2023, with two, one-year options to renew for a total amount not to exceed \$150,000.00. Board Member Logan seconded the motion. Motion carried unanimously by those present.

### **Briefing and Possible Action on the following items**

- 4. CEO Update to include Student Enrollment, Gracias, partnership updates, and promotion and outreach [Sarah Baray, Ph.D., Pre-K 4 SA CEO].**

Dr. Sarah Baray began the CEO update with enrollment. Pre-K 4 SA opened enrollment for three-year-old's to staff and alumni families on May 3. The announcement was made to the public on May 4, and open enrollment began May 9. As of May 9, 1,500 applications have been received for four-year-old's with roughly 1,400 actively enrolling. Additionally, 600 applications have been received for three-year-old's since registration opened on May 3. The spread of applications closely follows that of four-year-old's and indicates a healthy interest across all four centers.

Dr. Baray went on to highlight the Gracias: Children Are Citizens project, which culminated with a reception and art auction at the end of April. The reception, which was held at the Pre-K 4 SA East Education Center, was well attended. The art auction raised \$4,906.00 for the Thru Project. A check will be presented to the nonprofit by children at the South Education Center on May 24.

Regarding partnership updates, Dr. Baray shared that due to a decreased demand for testing and a loss of funding from TEA, Community Labs closed their testing program as of April 29. Pre-K 4 SA will continue all other COVID prevention protocols including masking around children and quarantining with symptoms. A determination will be made at the beginning of next school year regarding whether weekly testing is still warranted.

Pre-K 4 SA partnered with Parks & Recreation to hold a tree giveaway at the West Education Center. Additionally, classrooms from each center completed their pilot program with the Miss Tristan Foundation with a visit to some local pools. Overall, the pilot was very successful and Pre-K 4 SA is working with Miss Tristan to expand the program to all of our children. Pre-K 4 SA may also explore supporting the program to our partner school districts through competitive grants.

Dr. Baray also highlighted the mural dedication that took place at the Pre-K 4 SA West Center in partnership Councilwoman Cabello Havrda of District 6 and the Arts & Culture Department. *Interwoven*, by San Antonio Artist Jennifer Khoshbin, was created as a part of the tricentennial celebration and was previously housed downtown. The mural depicts five refugee and immigrant women from Afghanistan, Turkey, Honduras, Democratic Republic of Congo and Haiti and are envisioned as working as seamstresses who now reside in San Antonio.

Dr. Baray moved on to Promotion & Outreach, highlighting the visit from the Kansas City Greater Chamber of Commerce's Centurions program in April. Seventy-five business professionals visited the Pre-K 4 SA East Center to learn more about the program. In addition, Pre-K 4 SA held a press conference on May 3 that Board Member Logan spoke at and Board member Guzman attended to announce the expansion of enrollment to three-year-olds and the new tuition model. The announcements received widespread media coverage.

Dr. Baray concluded her presentation with an overview of meetings and events for April and May.

**5. Briefing on the SA: Ready to Work program and the updated Fiscal Year 2021 through Fiscal Year 2027 Financial Forecast; Board action to approve Fiscal Year 2022 re-estimated program revenues and expenses; and board action to adopt the proposed SA: Ready to Work Fiscal Year 2023 Annual Operating Budget and Personnel Complement. [Michael Ramsey, Workforce Development Office Director]**

Michael Ramsey, the Director of the Workforce Development Office (WDO), provided a briefing on the WDO's FY 2023 Annual Operating Budget. He began his briefing with an overview of the Ready to Work program, which will launch this Spring and is expected to continue through 2027.

Mr. Ramsey noted that the program is unprecedented, and includes wrap around supports, emergency funding, and social service supports. Based on participant feedback, the department will be going to council the following week to request an expansion of emergency funding.

The program targets key industries and occupations, as reviewed and approved by the Ready to Work Advisory Board and subcommittees.

2:12 at this time Richard Perez joined the meeting.

Mr. Ramsey quickly reviewed the participant funding caps, and noted that the program provides funding for Certificate programs, Associate and Bachelor's degrees, and for emergency funding. The forecast assumptions for the program anticipate 39,000 applicants, 28,000 participants, and over 15,000+ training completers placed in well-paid jobs in high-demand career fields.

The financial forecast was presented for FY 2021-2027. The FY 2023 Proposed Operating Budget totals \$46.8M in expenditures.

Board members went into discussions about the forecast assumptions and the role of the advisory board.

Board Member Perez moved to approve the Fiscal Year 2022 re-estimated program revenues and expenses; and to adopt the proposed SA: Ready to Work Fiscal Year 2023 Annual Operating Budget and Personnel Complement. Board Member Logan seconded the motion. Motion carried unanimously by those present.

**6. Briefing and Board discussion of the PreK 4 SA financial audit engagement that will be managed by Garza/Gonzalez & Associates for the 2022 fiscal year beginning July 1, 2021 and ending June 30, 2022 [Rene E. Gonzalez, CPA, Senior Partner, Garza/Gonzalez & Associates]**

Rene Gonzalez, senior partner and CPA for Garza/Gonzalez & Associates provided the briefing, in conjunction with partner Eli Mendoza, regarding the upcoming audit. Mr. Gonzalez indicated that his firm has met with management and understands the audit will cover both Pre-K and RTW. Mr. Gonzalez also iterated that while the firm's direct responsibility is to the Board, the audit process itself will involve working primarily with Pre-K 4 SA staff.

Mr. Gonzalez and Mr. Mendoza reviewed the audit scope, audit objectives, Auditor's responsibilities, and the audit procedures. Additionally, they reviewed the responsibilities of management in relation to the audit.

The timing of the audit was shared with the Board and indicated that a presentation of the audit results to the Board should be expected in November 2022.

There were no questions from the Board.

**7. Briefing and Board action to approve a contract with The DeBerry Group, LLC D/B/A Talk Strategy for professional management services related to community engagement, marketing outreach and public relations for PreK 4 SA in an amount not to exceed \$5,200,000.00 for a term from June 1, 2022, through May 31, 2026 with four (4) additional one year renewal periods. [Paul Chapman, Pre-K 4 SA Interim Chief Operating Officer and Communications Officer].**

Paul Chapman, Pre-K 4 SA interim Chief Operating Officer, provided the briefing on the proposed TalkStrategy contract. Mr. Chapman explained that the engagement and communications functions of the department are relied on heavily, and that the marketing contract services compliment Pre-K staffing to create a full scope of services. The previous marketing contract was held by Creative Noggin and expires June 30 2022.

Pre-K 4 SA worked in conjunction with the City of San Antonio's procurement division to launch a high-profile RFP in September 2021. In total, the RFP received five submissions, and the committee interviewed two firms. In reviewing the RFP timeline, Mr. Chapman noted that there is some planned overlap between the existing and the new contract to allow for transition in between agencies, should a new firm be selected.

Based on the scoring process, TalkStrategy was selected as the successful proposal by the committee. The contract includes an initial four-year term, as well as four one-year renewal options. The annual cost of the contract is identical to our current contract.

The Board went into discussion about the change in agency, as well as the flexible spending aspect of the contract.

Board Member Perez moved to approve a contract with The DeBerry Group, LLC D/B/A Talk Strategy for professional management services related to community engagement, marketing outreach and public relations for PreK 4 SA in an amount not to exceed \$5,200,000.00 for a term from June 1, 2022, through May 31, 2026 with four (4) additional one year renewal periods. Board Member Logan seconded the motion. Motion carried unanimously by those present.

**8. Briefing and Board action to approve entities receiving awards from the Pre-K 4 SA Competitive Grants Program with a cumulative value of up to \$9,427,508.00 for the 2022-2024 grants cycle. [Joe De La Rosa, Pre-K 4 SA Grants Manager].**

Joe De La Rosa, Head of Grants, and Eddie Johnson, Grants Manager, provided the briefing on the 2022-2024 Competitive Grants program. Mr. De La Rosa began the briefing with an introduction of the Grants team. Their presentation covered the Grants Award timeline, an overview and individual review of the submissions received from applicants, and finally staff's recommendations for award.

In total, based on the submissions received and the recommendations of the committee, staff is recommending an award of \$4.7M in 2022-2023 and \$4.6M in 2023-2024. A majority of the proposed investments are to be made in tiers 1 and 2 of the High-Quality Impact Pyramid, which is significant as these represent 9 out of the 10 NIEER standards for high quality ECE.

Additionally, Mr. De La Rosa noted that \$1.5M is allocated in this budget for the expansion for shared services in the event the RFA submitted to the state is not approved. This funding can be reallocated if Pre-K 4 SA is awarded the funds.

Board members went into discussion about Educare, Harlandale ISD, and the ELIEL training.

Board Member Middleton moved to approve entities receiving awards from the Pre-K 4 SA Competitive Grants Program with a cumulative value of up to \$9,427,508.00 for the 2022-2024 grants cycle. Board Member Guzman seconded the motion. Motion carried unanimously by those present.

**Consideration of Future Meetings**

**The next meeting of the San Antonio Early Childhood Education Municipal Development Corporation Board of Directors is scheduled to take place on Tuesday, June 7, 2022, at 2:00 p.m. at Pre-K 4 SA North Education Center**

**Adjournment**

**There being no further discussion, the meeting was adjourned at 3:24 p.m.**

*Respectfully Submitted,*

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*Elaine Mendoza, Chairperson*

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*Eryanne Taft, Pre-K 4 SA*