

**EASTERN CENTER FOR ARTS AND TECHNOLOGY
JOINT OPERATING COMMITTEE MINUTES
WEDNESDAY, JANUARY 13, 2021**

Dr. Art Levinowitz, President, called the public meeting of the Joint Operating Committee to order at 8:03 p.m. with the following members in attendance:

Mr. Daniel Kaye	Abington
	Bryn Athyn
Mr. Charles Burdell-Williams	Cheltenham
Ms. Denise J. Schultz	Hatboro-Horsham
Ms. Carolyn Riley	Jenkintown
Mr. Lance Wolbransky	Lower Moreland
Mr. Walter Lapidus	Springfield
Dr. Art Levinowitz	Upper Dublin
Mr. Paul Tkacs	Upper Moreland
Kenneth Roos, Esq.	Solicitor
Dr. Wagner Marseille	Superintendent of Record
Dr. Cathleen Plesnarski	Executive Director

A motion carried unanimously will necessarily, by reference, include each voting member in attendance.

SALUTE TO THE FLAG

Elvin Cruz led the Joint Operating Committee and audience in a salute to the flag.

MINUTES

Mr. Charles Burdell-Williams moved approval of the Joint Operating Committee minutes of the regular session meeting December 9, 2020.

Motion carried unanimously.

EXECUTIVE SESSION ANNOUNCEMENT

Mr. Kenneth Roos, Solicitor, announced that no Executive Session was held before the public meeting.

PRESIDENT'S REPORT

Informational:

Holiday Card Design

Commercial Art junior Rion Russell of Cheltenham High School designed EASTERN's Holiday Card – WARM WISHES THIS HOLIDAY SEASON.

EASTERN Foundation

On November 19, 2020, the EASTERN Foundation held a fundraiser at MOD Pizza in Horsham. The event raised \$109.42.

On December 11, 2020, the EASTERN Foundation held a fundraiser at Corner Bakery Café in Horsham. The event raised \$29.66.

Construction Program Honored by Upper Moreland Police K9 Training Facility *

On December 15, 2020, Upper Moreland Township Chief of Police, Andrew Block, and K9 Officer, Matthew Snyder, presented Eastern Center for Arts and Technology (EASTERN) Construction Technology Instructor, Mr. Jeffrey Pakula, with a plaque for the Construction Technology program's contributions to building the tri-county K9 training facility located in Warrington Township at Lower Nike Park.

CARES Grants – Practical Nursing *

EASTERN's Practical Nursing program received \$500,000 from the CARES Act. EASTERN's grant funds were divided into 3 separate grants. The attached report shows how the grants were allocated.

FINANCIAL REPORT – For the Period Ending December 31, 2020

Informational:

The Joint Operating Committee acknowledged receipt of the following:

- Statement of Revenues and Expenditures as presented
- Status of the Capital Reserves Fund Revenues for the period ended December 31, 2020 showing investments of \$1,887,445.78 as presented

Action:

Treasurer's Report *

Mr. Lance Wolbransky moved acceptance of the Treasurer's Report for the period ended December 31, 2020 showing a General Fund cash and investment balances of \$7,330,022.90 and total assets of \$7,691,444.65 and the current status of the Student Activity account. Motion carried unanimously.

Disbursements *

Mr. Lance Wolbransky moved approval of accounts payable checks #31151 through #31352 disbursed during the period of 12/01/2020 through 12/31/2020 in the amount of \$488,100.06. Motion carried unanimously.

Mr. Lance Wolbransky moved approval of expense disbursement wire/ACH transfers #WT210121 through #WT210140 disbursed during the period of 12/01/2020 through 12/31/2020 in the amount of \$563,293.34. Motion carried unanimously.

Mr. Lance Wolbransky moved approval of payroll vouchers #01833 through #02052 disbursed December 4, 2020, December 18, 2020 and December 30, 2020 in the amount of \$323,173.38. Motion carried unanimously.

Mr. Lance Wolbransky moved approval of capital disbursement checks #11029 through #11033 disbursed during the period of 12/01/2020 through 12/31/2020 in the amount of \$79,767.43. Motion carried unanimously.

There were no disbursements for the Student Activities fund in December.

STUDENT RECOGNITION

Action:

Mr. Walter Lapidus moved to approve a resolution recognizing Elvin Cruz, a senior at Springfield Township High School and in the Collision Repair Technology program, as *Outstanding Student of the Month* for January. Dr. Art Levinowitz presented Elvin Cruz with the Resolution, EASTERN shirt and the Rotary plaque; and the Association's gift card presented by Mr. Gary Felmey, Educators' Association President. Motion carried unanimously.

ACADEMIC AFFAIRS

Informational:

Presentation – EASTERN Capital Plan *

Dr. Plesnarski presented the EASTERN Capital Plan - Upgrading our Facilities and Expanding Opportunities for Students at the Agenda Session prior to the meeting.

Administrative Advisory Committee Meeting *

The Administrative Advisory Committee meeting minutes of January 5, 2021 were presented.

Activities Report *

The December Activities Report of the students and staff were presented.

Action:

2020 Key Indicator and Placement *

Mr. Paul Tkacs moved approval of the Class of 2020 Key Indicator and Placement Reports, noting that the pandemic and school closures makes the data less effective for reflecting on progress. The reports have been reviewed and verified for use in EASTERN publications and communications.

Motion carried unanimously.

Ad-Taxi Targeted Campaign *

Mr. Paul Tkacs moved approval of the purchase of Ad Taxi Targeted Campaign that includes Facebook, Instagram, targeted online ads, and a web landing page with one-minute program video that will help increase our recruitment in the amount of \$11,000.00 and will be funded through the \$200,000 Manufacturing Training to Career Grant.

Motion carried unanimously.

PERSONNEL AFFAIRS

Action:

Professional

Allied Health Instructor – Leave of Absence *

Mr. Daniel Kaye moved approval of Allied Health Instructor Beth Whitehead's leave of absence request from January 21, 2021 through the end of the 2020-2021 school year.

Motion carried unanimously.

Allied Health Instructor – Appointment *

Mr. Daniel Kaye moved approval of the appointment of Marie Festa, BSN as Allied Health Instructor effective January 25, 2021, at Step 6-BASE of the Professional Salary Schedule, providing an annual salary of \$69,503; prorated at a per-diem rate of \$365.81. Marie Festa will substitute for Beth Whitehead who will be on a leave of absence.

Motion carried unanimously.

Allied Health Instructor – Mentor

Mr. Daniel Kaye moved approval of the appointment of Wendy Leyden for up to 40 hours for orientation, planning and mentoring of the Allied Health Instructor at the curriculum rate of \$39 per hour.

Motion carried unanimously.

Student Success Coordinator – Leave of Absence *

Mr. Daniel Kaye moved approval of Student Success Coordinator Veronica Stanley’s Leave of Absence extension through February 12, 2021 per her attached letter.

Motion carried unanimously.

Student Success Coordinator – Long Term Substitute

Mr. Daniel Kaye moved approval to extend Tess Eichenberger as Student Success Coordinator Long Term Substitute (Part Time) through February 12, 2021

Motion carried unanimously.

Electrical Technology Instructor – Live Work

Mr. Daniel Kaye moved ratification and approval of Electrical Technology Instructor Gary Felmey to work 6 hours to assist Facilities Maintenance with snow removal at the rate of \$39 per hour.

Motion carried unanimously.

FACILITIES AND FINANCIAL AFFAIRS

Informational:

Building Report *

The building report for December activities regarding the school plant and property was presented.

Action:

Facility Renovations *

Ms. Carolyn Riley moved approval to hire Breslin Ridyard Fadero Architects to perform the full architecture and engineering consulting services for design, bidding, and construction administration for the following work at a cost not to exceed \$200,000 without written authorization.

1. Improve Automotive Program space to enhance capacity, safety, and accessibility.

2. Move Technology Department to create an empty space for a new program for 2022- 2023 (Exercise and Sports Science)
3. Move Shipping and Receiving out of the Construction Bay to provide a safe and secure space for storing shipments.
4. Permanently move Nursing Suite to a more central location, with increased space and flexibility for an isolation room.
5. Permanently move the computer lab which will be used temporarily as a second Allied Health Classroom until clinical, job shadowing opportunities open again.
6. Enhance the safety/security, accessibility, and efficiency of the main office.
7. Improve Practical Nursing classroom to adequately hold 24 adult learners **to be financed through PN fund balance.
Motion carried unanimously.

Roof – Change Order Request

Mr. Paul Tkacs moved approval of the attached change order request from F.W. Houder Inc. in the amount of \$14,862.79 for the low roof flashing.
Motion carried unanimously.

Landscape Maintenance Contract *

Mr. Paul Tkacs moved approval of the attached contract from Youngscape in Willow Grove for Landscape Maintenance in the amount of \$84,525 for 3.5 years starting January 14, 2021.
Motion carried unanimously.

Mr. Paul Tkacs moved approval for the attached contract from Youngscape in Willow Grove for Snow Removal according to terms and agreements of the attached contract for the 2020-2021 season.
Motion carried unanimously.

SOLICITOR REPORT

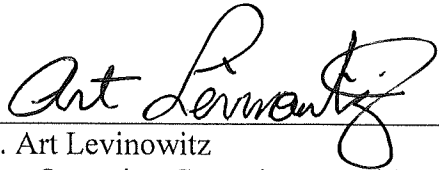
Mr. Kenneth Roos shared his January Solicitor's Office Update with the committee.

NEXT MEETING

The next meeting of the Joint Operating Committee is Wednesday, February 10, 2021.

ADJOURNMENT

Mr. Charles Burdell-Williams moved to adjourn the January 13, 2021 meeting of the Joint Operating Committee at 8:36 p.m.
Motion carried unanimously.



Dr. Art Levinowitz
Joint Operating Committee President

Ms. Mary Martin
Joint Operating Committee Secretary

Recording Secretary: Linda McAlpine

**EASTERN CENTER FOR ARTS AND TECHNOLOGY
AGENDA SESSION MINUTES
WEDNESDAY, JANUARY 13, 2021**

1. CAPITAL PLAN 2020-2021 PRESENTATION

Dr. Plesnarski presented the Capital Plan 2020-2021.

2. ROOF/ROBOTICS PROJECT UPDATE

Mary Martin shared the Roof/Robotics Project update with the committee.

3. LANDSCAPE MAINTENANCE CONTRACT

Dr. Plesnarski informed the committee that Youngscape in Willow Grove was chosen for Landscape Maintenance in the amount of \$84,525 for 3.5 years starting January 14, 2021. They also will be handling our snow removal according to terms and agreements of the attached contract for the 2020-2021 season.

4. 2020 KEY INDICATOR AND PLACEMENT REPORTS

Dr. Plesnarski shared the Class of 2020 Key Indicator and Placement Reports, noting that the pandemic and school closures makes the data less effective for reflecting on progress. The reports have been reviewed and verified for use in EASTERN publications and communications.

5. AD-TAXI TARGETED CAMPAIGN

We would like to use an Ad Taxi Targeted Campaign that includes Facebook, Instagram, targeted online ads, and a web landing page with one-minute program video that will help increase our reach. It doesn't just provide us targeted ads based on age and zip code, but now we can include browsing behavior such as search terms and site visits. It also includes Retargeting which will put our ads in front of people who have visited our website after they have clicked away and visited other websites. This is being funded through the \$200,000 Manufacturing Training to Career Grant. (Snapchat- \$2,500/month, Facebook/Instagram- \$3,000/month, and Landing Page at no charge. TOTAL PRICE- \$11,000)