



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

SOUTHERN NEVADA TRADES HIGH SCHOOL

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on *Monday, January 13, 2025*, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

meet.google.com/kpn-jnnk-pwx

This public meeting will be conducted in accordance with Nevada's Open Meeting Law, NRS 241.020.

Public Comment: Time for public comment will be provided at the beginning of the meeting regarding any agenda items on which action may be taken by the public body and again before the adjournment of the meeting on any matter within the jurisdiction of the Southern Nevada Trades High School Board. See NRS 241.020(2)(d)(3)(I).

Public comment may also be provided telephonically by utilizing the following conference call line: +1 626-346-9543
PIN: 170 687 012#

Finally, public comment may also be submitted in writing via email at snthsinfo@gmail.com and any such public comment received prior to or during the meeting will be provided to the Board and included in the written minutes of the meeting.

A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments in order to afford all members of the public who wish to comment an opportunity to do so within the timeframe available to the Board. Public comment will not be restricted based on viewpoint.

The Board reserves the right to take agenda items out of order, items may be removed or delayed from the agenda at any time, and two or more items may be combined for consideration.

Board Members:

Officers: Brett Willis, Chair; Rebecca Merrihew, Vice Chair; Lisa Jones, Treasurer; Kelly Gaines, Secretary.

Directors: Kara Arenas, Tina Frias, Amber Hogan, Tina Morgan, Kelly Suiter, Michael Van, Dan Wright & Carlos Zuluaga

Guests:

Bob DeRuse, Advisory Board

Nicholas Mawad, EdTec

Brian Hardy, Velez-Hardy

SNTHS Staff:

Julie Carver, Executive Director

Candi Wadsworth, Principal



AGENDA

- 1) Call to Order & Roll Call.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
- 3) Approval of December SNTHS Board Meeting Minutes. The Board will review and possibly approve the minutes from the December 09, 2024 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
- 4) Committee Reports. ***Information/Discussion***
 - a. Finance, Lisa Jones, Treasurer
 - b. CTE Build, Rebecca Merrihew, Vice Chair
- 5) Marketing Presentation. The Chartwell Group will make a presentation and address any questions the board may have relative to their marketing plan proposal. ***Information/Discussion***
- 6) November 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval. ***For Possible Action***
- 7) Budget Revision. Nicholas Mawad will present the preliminary budget revision to be submitted for board approval in the February meeting. ***Information/Discussion***
- 8) SPCSA Financial Framework. Board Chair Brett Willis will share the SPCSA finding relative to the schools financial framework. ***Information/Discussion***
- 9) CCSD Loan Option. Board Chair Brett Willis and Executive Director Julie Carver will present the possibility of a loan from Charter Schools Development Corporation. ***For Possible Action***
- 10) Marketing Proposals Review. The board will discuss the possibility of engaging a marketing firm. ***For Possible Action***
- 11) Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. ***Information/Discussion***
 - Fundraising
 - Enrollment
 - Operations/Facilities



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

Public Comment #2.

Public comment will be taken during this agenda item on any matter not on the agenda. See NRS 241.020(d)(3). No action may be taken on a matter raised under this item until the matter is included on an agenda as an item on which action may be taken. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at her discretion.

12) Adjournment.

Supporting materials for items listed on the above-referenced agenda are available, at no charge, at the Southern Nevada Trades High School website, <https://www.snvtradeshighschool.org/> and by contacting Julie Carver, Executive Director via email at snthinfo@gmail.com, or via phone at 702-758-3512.

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before January 8, 2025, as follows:

At the Southern Nevada Trades High School website <https://www.snvtradeshighschool.org/>
and

At the State of Nevada's official website, <https://notice.nv.gov/>



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

DECLARATION OF POSTING

Pursuant to NRS 53.045, I declare under penalty of perjury that the following is true and correct:

That on or before January 8, 2025, this Public Notice and Agenda was posted at the above-referenced websites and locations.

A handwritten signature in blue ink that reads "Julie Camar". The signature is written in a cursive, flowing style.

Southern Nevada Trades High School



SOUTHERN NEVADA TRADES HIGH SCHOOL

Building a Brighter Future

SOUTHERN NEVADA TRADES HIGH SCHOOL

MEETING MINUTES

NOTICE OF PUBLIC MEETING

The Southern Nevada Trades High School (SNTHS) will conduct a virtual public meeting on ***Monday, December 9, 2024***, beginning at 5:00pm at our school site 1580 Bledsoe Lane, Las Vegas, NV 89110 and the following Google Meets link:

meet.google.com/kpn-jnnk-pwx

This public meeting will be conducted in accordance with Nevada's Open Meeting Law, NRS 241.020.

Public Comment: Time for public comment will be provided at the beginning of the meeting regarding any agenda items on which action may be taken by the public body and again before the adjournment of the meeting on any matter within the jurisdiction of the Southern Nevada Trades High School Board. See NRS 241.020(2)(d)(3)(I).

Public comment may also be provided telephonically by utilizing the following conference call line: +1 626-346-9543
PIN: 170 687 012#

Finally, public comment may also be submitted in writing via email at snthinfo@gmail.com and any such public comment received prior to or during the meeting will be provided to the Board and included in the written minutes of the meeting.

A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments in order to afford all members of the public who wish to comment an opportunity to do so within the timeframe available to the Board. Public comment will not be restricted based on viewpoint.

The Board reserves the right to take agenda items out of order, items may be removed or delayed from the agenda at any time, and two or more items may be combined for consideration.

Board Members Present:

Officers: Brett Willis, Chair; Rebecca Merrihew, Vice Chair; Lisa Jones, Treasurer

Directors: Amber Hogan, Tina Frias, Kelly Suiter, Dan Wright, Mike Van

Board Members Absent:

Officers: Kelly Gaines, Secretary

Directors: Kara Arenas, Tina Morgan, Carlos Zuluaga

Guests:

Nicholas Mawad, EdTec

SNTHS Staff:

Julie Carver, Executive Director

Candi Wadsworth, Principal



AGENDA

- 1) Call to Order & Roll Call.
Brett Willis called the meeting to order and began recording at 5:04 PM.
- 2) Public Comment #1.
Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. See NRS 241.020. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at his discretion. Public Comment #2 will provide an opportunity for public comment on any matter not on the agenda.
No public comment.
- 3) Approval of November 18, 2024, SNTHS Board Meeting Action Minutes. The Board will review and possibly approve the action minutes from the November 18, 2024 Board meeting.
Brett Willis, Chair. ***For Possible Action.***
Rebecca Merrihew made a motion to approve. Amber Hogan seconded. All in favor. No one opposed. Motion passed.
- 4) Committee Reports. ***Information/Discussion***
 - a. Finance, Lisa Jones, Treasurer
Lisa provided a bank balance of \$204,925.
 - b. CTE Build, Rebecca Merrihew, Vice Chair
Rebecca provided update, new committee name; Build committee. Members recruited are; Brandon Hayes, Ryan Hayes, Jason Wilby, Brown, Ryan Taylor. Assignments have been given to the members of the committee for the garden shed.
- 5) Loan Revocation. Upon guidance of the SPCSA, Vice Chair Rebecca Merrihew will propose the board revoke their prior motion approving a line of credit from Chair Brett Willis. ***For Possible Action.***
Prior meeting, motion was made to have Brett Willis provide a \$400k loan to the school. It appeared to be a conflict of interest by the SPCSA, in that we need to make a motion to revoke prior motion.
Rebecca Merrihew made a motion, Kelly Gaines seconded. All in favor. No one opposed. Motion passed.
- 6) October 2024 Financials. Nicholas Mawad will present the financials and cash flow to the Board for approval.
For Possible Action
Nick Mawad talked through the financials provided in the meeting packet and presented in supplemental recording of this meeting. Falling short in school's enrollment is the largest impact to financials. Rebecca Merrihew made a motion to approve, Lisa Jones seconded. All in favor. No one opposed. Motion passed.
- 7) CCSD Loan Option. Board Chair Brett Willis and Executive Director Julie Carver will present the possibility of a loan from Charter Schools Development Corporation. ***For Possible Action.***
School has applied for \$600k loan. No interest rate has been provided. No action was taken at this time.
- 8) Marketing Report. Executive Director Julie Carver will update the Board on enrollment and fundraising efforts.
Information/Discussion
Lied Middle school preview day last Friday. Lied will become a good partner for SNTHS. \$75K donation from SNHBA. Three week marketing update included but not limited to; Financial institution engagement, foster care sector, commercials created by Opportunity 180, not yet approved for public distribution.



- 9) Marketing Proposals Review. Executive Director Julie Carver will present the proposals for marketing plans for board consideration. ***For Possible Action***
Received three different proposals. All proposals are provided as supplemental documents with the meeting agenda distribution. Julie's suggested Chartwell's proposal for \$8K. No action was taken at this time. Julie will get result metrics from references provided by Chartwell's proposal for the board to make a decision at January's meeting. Kelly Gaines mentioned to the Board the cost for this plan is not in the school's budget and would be looking for an industry to sponsor costs.
- 10) Executive Director's Report. Executive Director Julie Carver will provide the Board with information and updates. Julie Carver, Executive Director. ***Information/Discussion.***
No discussion under this agenda item.
- 11) Holiday Celebration. Chair Brett Willis will lead a discussion on possible holiday celebrations for the faculty and staff. ***Information/Discussion***
On campus luncheon on Friday, January 10, 2025.

Public Comment #2.

Public comment will be taken during this agenda item on any matter not on the agenda. See NRS 241.020(d)(3). No action may be taken on a matter raised under this item until the matter is included on an agenda as an item on which action may be taken. A time limit of three (3) minutes, subject to the discretion of the Chair, will be imposed on public comments. The Chair may allow additional public comment at her discretion.

No public comment.

12) Adjournment.

Brett Willis adjourned meeting at 6:01 PM. Next meeting is set for Monday, January 13, 2025.

Supporting materials for items listed on the above-referenced agenda are available, at no charge, at the Southern Nevada Trades High School website, <https://www.snvtradeshighschool.org/> and by contacting Julie Carver, Executive Director via email at snthinfo@gmail.com, or via phone at 702-758-3512.

In accordance with Nevada's Open Meeting Law, this public notice and agenda has been posted on or before December 4, 2024, as follows:

At the Southern Nevada Trades High School website <https://www.snvtradeshighschool.org/>
and

At the State of Nevada's official website, <https://notice.nv.gov/>

DECLARATION OF POSTING

Pursuant to NRS 53.045, I declare under penalty of perjury that the following is true and correct:

That on or before December 4, 2024, this Public Notice and Agenda was posted at the above-referenced websites and locations.

Southern Nevada Trades High School

Southern Nevada Trades HS

Financial Update

NICK MAWAD

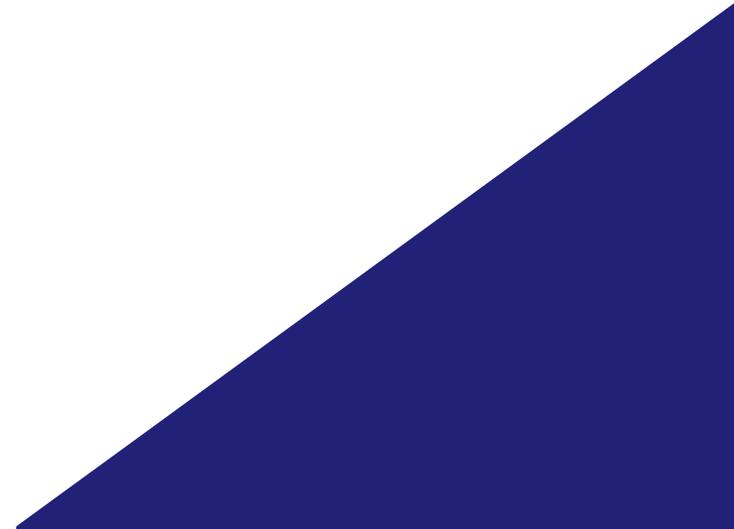
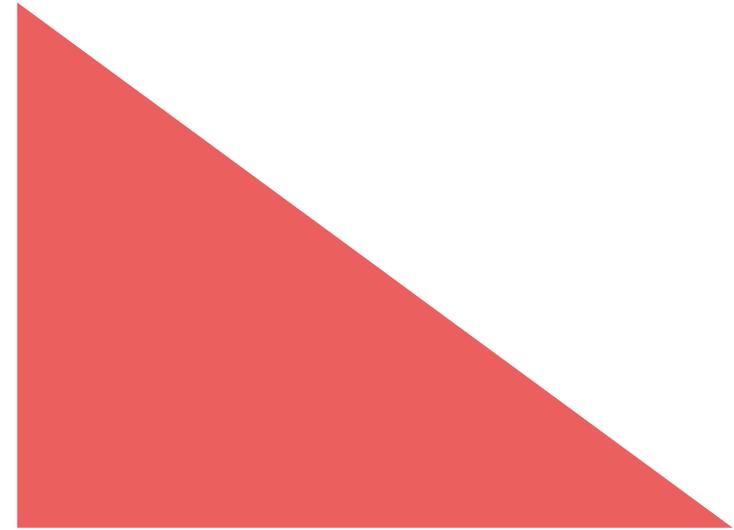
JANUARY 13, 2025



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- November 2024 Revenue
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- CSP Grant Update
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November 2024 Financials



November 2024 Revenue Breakdown



Earned \$250,070 of Revenue in November

Revenue Source	Amount	Description
Local Revenue	\$55,380	Majority is fundraising collections
PCFP Base Funding	\$146,545	Q1 ADE - 186.8
Other PCFP Funding	\$8,786	ELL & At-Risk
Other State Revenue	\$15,560	State SPED
CSP	\$13,799	Salaries/benefits for two employees
Other Federal Revenue	\$10,000	Federal SPED reimbursement
Total Revenue	\$250,070	

November 2024 Expense Breakdown



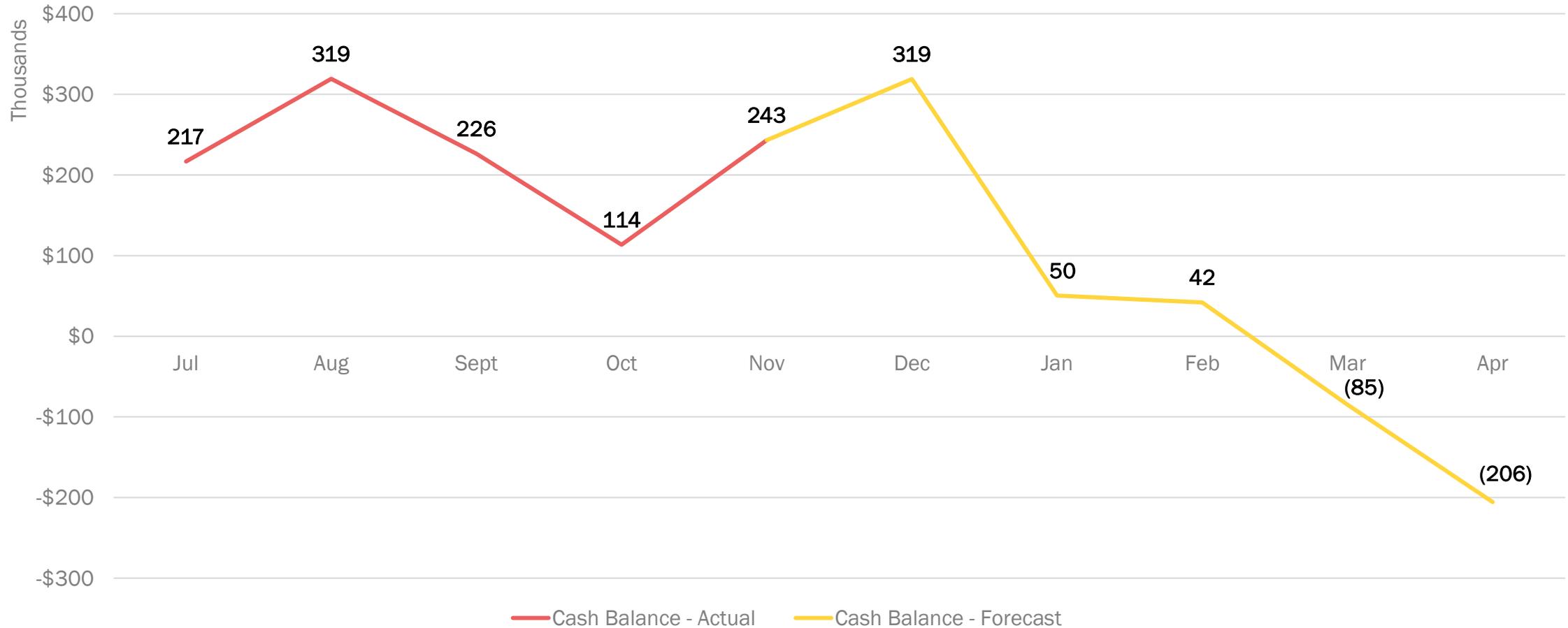
Incurred \$320,291 of Expense in November

Expense Category	Amount	Description
Salaries & Benefits	\$148,585	Standard monthly base pay
Property Expense	\$87,280	Majority is monthly rent
Services	\$56,001	Substitutes, transportation, liability insurance
Supplies	\$28,285	Student food, educational software
Miscellaneous	\$140	Credit card fees
Total Expense	\$320,291	

2024-25 Cash Flow Projection



November balance \$243k, January and February will be tight, school will need influx of cash end of February/beginning of March



Balance Sheet as of November 2024



Shows what SNTHS owns and owes as of 11/30/24

		June 2024	November 2024	YTD Change
Assets	Cash Balance	379,577	242,625	(136,952)
	Current Assets (Accounts Receivable)	230,065	120,991	(109,074)
	Capital Assets	40,039	40,039	-
	Other Assets	25,749,579	25,749,579	-
	Total Assets	26,399,260	26,153,234	(246,026)
Liabilities & Equity	Current Liabilities	129,757	160,509	30,752
	Long-Term Liabilities	26,902,693	26,902,693	-
	Beginning Net Assets	690,575	(633,190)	(1,323,766)
	Net Income (Loss) to Date	(1,323,766)	(276,778)	1,046,988
	Total Liabilities & Equity	26,399,260	26,153,234	(246,026)

Cash balance of \$243k

AR balance –September, October, and November CSP, SPED IDEA

Current Liabilities – AP, October/November PERS, and ACE

CSP Grant Update



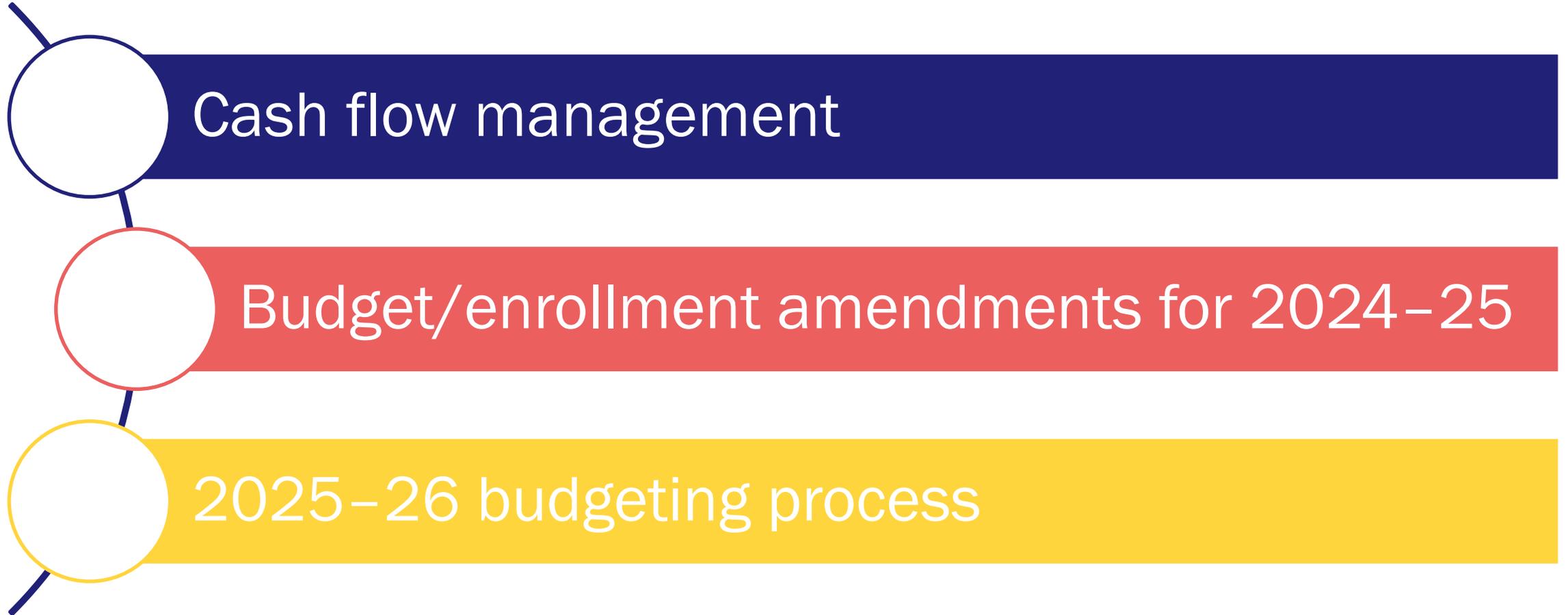
As of 11/30, SNTHS has spent \$1.45 million, which leaves \$55k remaining

Account	Description	Total Budget- Current	Total Reimbursement Requests Submitted	Budget Remaining
100	Compensation	397,723	388,222	9,501
200	Benefits	123,747	107,072	16,675
300	Contracted services	155,022	149,263	5,759
345	Marketing	200,000	190,886	9,114
520	Insurance	3,472	3,472	-
600	Curriculum/CTE Supplies	197,176	199,436	(2,259)
651/734	Tech/IT Equipment/Software	144,646	134,366	10,281
733	Furniture & Equipment	278,213	272,559	5,654
	Totals	1,500,000	1,445,275	54,725

Items on the Horizon



Cash flow is most pressing/immediate, but other items also coming



Exhibits



Southern Nevada Trades High School
Income Statement
As of Nov FY2025

	Actual					YTD	Budget & Forecast				
	Jul	Aug	Sep	Oct	Nov	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
SUMMARY											
Revenue											
Revenue from Local Sources	5,538	9,113	110	2,096	55,380	72,236	350,000	-	(350,000)	(72,236)	
State Revenue	210,079	170,264	172,203	174,714	170,891	898,151	3,031,944	2,058,671	(973,273)	1,160,520	44%
Federal Revenue	211,577	32,509	23,562	105,765	23,799	397,213	419,540	646,360	226,820	249,147	61%
Total Revenue	427,194	211,886	195,875	282,575	250,070	1,367,600	3,801,484	2,705,031	(1,096,453)	1,337,431	51%
Expenses											
Personnel Services-Salaries	96,857	102,083	101,824	102,434	100,184	503,381	1,203,000	1,203,000	-	699,619	42%
Personnel Services-Employee Benefits	40,286	51,060	43,291	47,289	48,401	230,327	573,939	573,028	912	342,701	40%
Professional and Tech Services	17,293	20,104	21,684	42,794	13,928	115,804	249,866	242,064	7,803	126,259	48%
Property Services	48,552	22,038	93,971	15,820	87,280	267,661	1,033,374	1,033,374	-	765,713	26%
Other Services	1,921	26,701	26,459	15,446	42,073	112,600	229,538	278,470	(48,933)	165,870	40%
Supplies	235,283	13,205	68,823	59,706	28,285	405,303	366,170	493,170	(127,000)	87,867	82%
Debt Service and Miscellaneous	-	1,071	7,484	606	140	9,302	-	-	-	(9,302)	
Total Expenses	440,192	236,263	363,536	284,096	320,291	1,644,378	3,655,887	3,823,106	(167,218)	2,178,728	43%
Operating Income	(12,999)	(24,377)	(167,661)	(1,521)	(70,221)	(276,778)	145,597	(1,118,075)	(1,263,671)	(841,297)	
Fund Balance											
Beginning Balance (Audited)							570,217	(633,190)			
Operating Income							145,597	(1,118,075)			
Ending Fund Balance							715,814	(1,751,265)			
Total Revenue Per ADE							12,672	13,525			
Total Expenses Per ADE							12,186	19,116			
Operating Income Per ADE							485	(5,590)			

Southern Nevada Trades High School
Income Statement
As of Nov FY2025

KEY ASSUMPTIONS

Enrollment Breakdown
 Enrollment Summary
 9-12
 Total ADE

Actual					YTD	Budget & Forecast				
Jul	Aug	Sep	Oct	Nov	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
						300	200	(100)		
						300	200	(100)		

Southern Nevada Trades High School
Income Statement
As of Nov FY2025

	Actual					YTD	Budget & Forecast				
	Jul	Aug	Sep	Oct	Nov	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
REVENUE											
Revenue from Local Sources											
1500 Investment Income	38	113	110	96	62	418	-	-	-	(418)	
1920 Contributions and Donations From Private Sources	5,500	9,000	-	2,000	54,000	70,500	350,000	-	(350,000)	(70,500)	
1980 Refund of Prior Year's Expenditures	-	-	-	-	1,318	1,318	-	-	-	(1,318)	
SUBTOTAL - Revenue from Local Sources	5,538	9,113	110	2,096	55,380	72,236	350,000	-	(350,000)	(72,236)	
Intermediate Revenue Sources											
SUBTOTAL - Intermediate Revenue Sources	-	-	-	-	-	-	-	-	-	-	
State Revenue											
3110.201 PCFP - Base Funding	145,917	145,917	145,917	148,427	146,545	732,723	2,824,200	1,882,800	(941,400)	1,150,077	39%
3200 State Funds & Grants-in-Aid	55,376	-	17,500	17,500	-	90,376	144,300	95,299	(49,001)	4,923	95%
3254 PCFP - ELL	2,471	2,471	2,471	2,471	2,471	12,356	22,744	22,904	160	10,548	54%
3255 PCFP - FRL	6,315	6,315	6,315	6,315	6,315	31,576	-	-	-	(31,576)	
3270 State SpEd	-	15,560	-	-	15,560	31,121	40,700	57,668	16,968	26,547	54%
SUBTOTAL - State Revenue	210,079	170,264	172,203	174,714	170,891	898,151	3,031,944	2,058,671	(973,273)	1,160,520	44%
Federal Revenue											
4500.633 Title I	-	-	-	-	-	-	81,401	54,268	(27,134)	54,268	0%
4500.639 IDEA	-	-	-	-	10,000	10,000	77,231	51,488	(25,744)	41,487	19%
4500.658 Title III-LEP	-	-	-	-	-	-	6,638	4,425	(2,213)	4,425	0%
4500.661 CSP	211,577	32,509	17,673	79,519	13,799	355,077	50,000	400,000	350,000	44,923	89%
4500.688 McKinney Vento Homeless Education Funds	-	-	190	-	-	190	-	-	-	(190)	
4500.709 Title II	-	-	-	-	-	-	31,770	21,180	(10,590)	21,180	0%
4500.742 ESSER III	-	-	5,699	-	-	5,699	-	-	-	(5,699)	
4500.802 NSLP	-	-	-	26,247	-	26,247	172,500	115,000	(57,500)	88,753	23%
SUBTOTAL - Federal Revenue	211,577	32,509	23,562	105,765	23,799	397,213	419,540	646,360	226,820	249,147	61%
TOTAL REVENUE	427,194	211,886	195,875	282,575	250,070	1,367,600	3,801,484	2,705,031	(1,096,453)	1,337,431	51%

Southern Nevada Trades High School
Income Statement
As of Nov FY2025

		Actual					YTD	Budget & Forecast				
		Jul	Aug	Sep	Oct	Nov	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
EXPENSES												
Personnel Services-Salaries												
101	Salaries-Teachers	54,934	59,548	59,267	60,381	59,309	293,438	721,000	661,000	60,000	367,562	44%
102	Salaries-Instructional Aides	3,333	3,333	3,333	3,333	3,333	16,667	40,000	40,000	-	23,333	42%
104	Salaries-Licensed Administration	7,875	7,875	7,875	7,875	7,875	39,375	94,500	94,500	-	55,125	42%
105	Salaries-Non-licensed Administration	17,667	17,667	17,667	17,667	17,667	88,333	152,000	212,000	(60,000)	123,667	42%
106	Salaries-Other Licensed Staff	5,583	5,583	5,583	5,583	5,583	27,917	118,500	118,500	-	90,583	24%
107	Salaries-Other Classified/Support Staff	7,465	8,076	8,099	7,594	6,417	37,651	77,000	77,000	-	39,349	49%
SUBTOTAL - Personnel Services-Salaries		96,857	102,083	101,824	102,434	100,184	503,381	1,203,000	1,203,000	-	699,619	42%
Personnel Services-Employee Benefits												
210	Employee Benefits - Group Insurance	5,981	14,483	9,186	10,118	11,506	51,273	121,800	121,800	-	70,527	42%
220	Employee Benefits - Social Security Contributions	309	362	377	346	273	1,667	-	-	-	(1,667)	
230	Employee Benefits - Retirement Contributions	30,250	31,643	30,394	31,845	31,845	155,978	397,980	397,980	-	242,002	39%
240	Employee Benefits - Medicare Payments	1,378	1,454	1,450	1,460	1,428	7,171	17,444	17,444	-	10,273	41%
260	Employee Benefits - Unemployment Compensation	2,367	3,119	1,883	1,821	1,615	10,805	25,922	25,010	912	14,205	43%
270	Employee Benefits - Workers Compensation	-	-	-	1,699	1,734	3,433	10,794	10,794	-	7,361	32%
SUBTOTAL - Personnel Services-Employee Benefits		40,286	51,060	43,291	47,289	48,401	230,327	573,939	573,028	912	342,701	40%
Professional and Tech Services												
310	Office/Administrative Services	245	249	166	171	166	997	4,464	4,464	-	3,466	22%
320	Professional Educational Services	-	-	11,685	6,415	6,700	24,800	103,408	90,605	12,803	65,805	27%
331	Training & Development Services - Teachers	5,699	1,097	-	597	-	7,393	12,000	12,000	-	4,607	62%
340	Other Professional Services	5,000	500	-	11,500	1,229	18,229	30,125	30,125	-	11,897	61%
340.1	Business Service Fees	5,833	5,833	5,833	5,833	5,833	29,167	70,000	70,000	-	40,833	42%
345	Marketing Services	516	12,425	-	12,425	-	25,366	20,000	25,000	(5,000)	(366)	101%
350	Technical Services	-	-	4,000	5,853	-	9,853	7,200	7,200	-	(2,653)	137%
352	Other Technical Services	-	-	-	-	-	-	2,670	2,670	-	2,670	0%
SUBTOTAL - Professional and Tech Services		17,293	20,104	21,684	42,794	13,928	115,804	249,866	242,064	7,803	126,259	48%
Property Services												
410	Utility Services	31	3,796	7,458	94	2,844	14,223	52,800	52,800	-	38,577	27%
411	Water and Sewer	-	1,462	586	657	575	3,280	48,000	48,000	-	44,720	7%
421	Garbage and Disposal	-	-	388	1,771	-	2,159	24,000	24,000	-	21,841	9%
422	Janitorial and Custodial Services	2,723	-	-	-	1,560	4,283	5,000	5,000	-	717	86%
430	Repairs and Maintenance Services	2,805	14,980	2,497	3,027	479	23,788	35,000	35,000	-	11,212	68%
441	Rent - Land and Building	42,768	-	81,821	-	81,821	206,411	852,154	852,154	-	645,743	24%
443	Rentals of Computers and Related Equipment	-	-	-	4,149	-	4,149	14,760	14,760	-	10,611	28%
450	Construction Services	-	-	972	-	-	972	-	-	-	(972)	
490	Other Purchased Property Services	225	1,800	247	6,123	-	8,395	1,661	1,661	-	(6,735)	506%
SUBTOTAL - Property Services		48,552	22,038	93,971	15,820	87,280	267,661	1,033,374	1,033,374	-	765,713	26%
Other Services												
519	Student Transportation	-	18,435	19,125	1,788	19,288	58,635	144,300	190,000	(45,700)	131,365	31%
522	Liability Insurance	-	5,638	2,426	9,043	19,439	36,547	27,335	42,335	(15,000)	5,788	86%
535	Phone & internet services	97	804	97	402	804	2,205	6,600	6,600	-	4,395	33%
540	Advertising	-	-	1,686	2,382	710	4,777	3,000	3,000	-	(1,777)	159%
550	Printing and Binding	-	-	-	-	-	-	1,000	1,000	-	1,000	0%
570	Food Service Management	-	-	1,301	-	-	1,301	12,000	12,000	-	10,699	11%
591	CS Sponsor Fee (1.25% of PCFP)	1,824	1,824	1,824	1,832	1,832	9,136	35,303	23,535	11,768	14,400	39%
SUBTOTAL - Other Services		1,921	26,701	26,459	15,446	42,073	112,600	229,538	278,470	(48,933)	165,870	40%
Supplies												
610	General Supplies	-	6,800	16,469	4,674	3,248	31,191	24,000	24,000	-	(7,191)	130%
612	Non-capitalized equipment	120,231	-	31,302	-	-	151,533	32,000	164,000	(132,000)	12,467	92%

Southern Nevada Trades High School
Income Statement
As of Nov FY2025

		Actual					YTD	Budget & Forecast				
		Jul	Aug	Sep	Oct	Nov	Actual YTD	Approved Budget v1	Current Forecast	Approved Budget v1 vs. Current Forecast	Current Forecast Remaining	% Current Forecast Spent
630	Food	-	-	20,702	958	14,373	36,033	196,200	133,200	63,000	97,167	27%
641	Textbooks	102,547	-	-	-	-	102,547	42,000	100,000	(58,000)	(2,547)	103%
650	Supplies-Information Technology-related - General	9,750	6,405	120	38,095	10,300	64,670	41,970	41,970	-	(22,699)	154%
651	Supplies - Technology - Software	2,755	-	230	11,980	365	15,330	25,000	25,000	-	9,670	61%
653	Web-based and similar programs	-	-	-	4,000	-	4,000	5,000	5,000	-	1,000	80%
	SUBTOTAL - Supplies	235,283	13,205	68,823	59,706	28,285	405,303	366,170	493,170	(127,000)	87,867	82%
Depreciation Expense												
	SUBTOTAL - Depreciation Expense	-	-	-	-	-	-	-	-	-	-	-
Debt Service and Miscellaneous												
810	Dues and Fees	-	904	-	-	140	1,044	-	-	-	(1,044)	
832	Interest	-	168	-	-	-	168	-	-	-	(168)	
890.1	Miscellaneous Expenditures - Prior Year Expenses	-	-	7,484	606	-	8,090	-	-	-	(8,090)	
	SUBTOTAL - Debt Service and Miscellaneous	-	1,071	7,484	606	140	9,302	-	-	-	(9,302)	
Other Items - Expense												
	SUBTOTAL - Other Items - Expense	-	-	-	-	-	-	-	-	-	-	-
TOTAL EXPENSES		440,192	236,263	363,536	284,096	320,291	1,644,378	3,655,887	3,823,106	(167,218)	2,178,728	43%

	January	February	March	April	
Beginning Balance	\$319,019				
Inflows:					
<i>PCFP</i>		\$154,000	\$154,000	\$154,000	<i>*January payment received in December</i>
<i>CSP</i>	\$13,700		\$24,000	\$20,000	<i>*Based on submitted reimbursement requests</i>
<i>Title</i>	\$25,000			\$10,000	<i>*Based on submitted reimbursement requests</i>
<i>Other Sources</i>		\$175,000			<i>*Construction Commission Grant</i>
Total Inflows	\$38,700	\$329,000	\$178,000	\$184,000	
Outflows:					
<i>Payroll</i>	\$92,000	\$110,000	\$100,000	\$100,000	
<i>PERS</i>	\$66,000	\$33,000	\$33,000	\$33,000	
<i>Rent</i>	\$81,821	\$81,821	\$81,821	\$81,821	
<i>Other Bills</i>	\$67,500	\$112,500	\$90,000	\$90,000	<i>*Estimate</i>
Total Outflows	\$307,321	\$337,321	\$304,821	\$304,821	
Net Difference	-\$268,621	-\$8,321	-\$126,821	-\$120,821	
Ending Cash Balance	\$50,398	\$42,077	-\$84,744	-\$205,565	

Southern Nevada Trades High School
Balance Sheet
As of Nov FY2025

	Jun FY2024	Nov FY2025	YTD Change
ASSETS			
Cash Balance	379,577	242,625	(136,952)
Current Assets	230,065	120,991	(109,074)
Capital Assets	40,039	40,039	-
Other Assets	25,749,579	25,749,579	-
TOTAL ASSETS	26,399,260	26,153,234	(246,026)
LIABILITIES & EQUITY			
Current Liabilities	129,757	160,509	30,752
Long-Term Liabilities	26,902,693	26,902,693	-
Beginning Net Assets	690,575	(633,190)	(1,323,766)
Net Income (Loss) to Date	(1,323,766)	(276,778)	1,046,988
TOTAL LIABILITIES & EQUITY	26,399,260	26,153,234	(246,026)



SNTHS
SOUTHERN NEVADA
TRADES
HIGH SCHOOL

Chartwell Agency
Proposal for Marketing Support
December 2024

Dear Julie,

Thank you so much for the opportunity to share information about Chartwell Agency and a potential partnership with Southern Nevada Trades High School (SNTHS). Before you browse the proposal, we thought it might be helpful to share a bit more about Chartwell Agency, our award-winning capabilities; expertise with schools; depth of enrollment and fundraising experience; and our unique approach. We hope you can see why we are excited about working with SNTHS and what makes us a great partner.

- Chartwell **knows education**. We have worked with a variety of clients in the education industry, including large public-school districts, small private college-preparatory schools, charter schools, independent colleges, and regional universities. From developing exciting and effective enrollment campaigns to digital advertising and compelling content strategy, we've helped our clients shape, share, and leverage marketing that delivers awareness, enrollment, and fundraising success (because that is what it's all about!).
- We focus on **results, not just marketing activities**. With your goal to enhance the profile, enrollment, and resources of your school, our results-focused strategies are designed to meet your specific objectives.
- We have a **strong differentiator: messaging**. We are known for our ability to identify and collaborate with clients to create strong, authentic messaging to inform all other marketing strategies and tactics.
- We have expertise across five service lines, which allows for an **integrated approach** to all our recommended strategies. We'll consider and offer recommendations for every project, helping your team seize and balance opportunities across public relations, traditional advertising, digital marketing, social media, and training.
- We are **strategists and implementors**. We have the experience to create effective strategies and the team to turn that vision into reality. You can be assured that we'll help you think it through and get it done - we're your partners in this.
- Chartwell Agency is a **team** that works together with our clients. We are nine seasoned marketing, design, and public relations professionals, with a reputation for being a smart, "can-do" agency that is fun to work with.

We appreciate the opportunity to provide you with additional information, would be honored to work with you!

Sincerely,



Rebecca Epperson
Founder/CEO, Chartwell Agency



Emily Hartzog
President, Chartwell Agency



EXPERTS

IN EDUCATION MARKETING

We know and understand the education industry. With more than 20 years of educational marketing expertise under our belt, we understand the educational landscape and have worked with a variety of educational institutions, organizations, and associations.

Following are the school organizations we have worked with in the past. ***Bolded clients*** are linked to case studies for your reference. Additionally, case studies can be found on our website:

<https://chartwellagency.com/ourwork/>.

K-12 PRIVATE AND PUBLIC SCHOOLS

- [**Rockford Public Schools**](#)
- [**Faith Christian School**](#)
- Harlem School District
- Hononegah School District
- [**Rockford Christian Schools**](#)
- Freeport Public Schools
- Rockford Lutheran
- Milwaukee Public Schools
- [**Belvidere School District**](#)
- North Boone School District
- Byron School District
- [**The Meadows School – Fundraising Campaign**](#)
- [**The Meadows School – Fund Development Video**](#)
- [**The Meadows School – Donor Publication**](#)
- Boylan Catholic High School
- [**Catholic Diocese of Rockford - Catholic Education**](#)
- St. Pope John Paul II Catholic Academy
- [**All Saints Catholic Academy**](#)
- [**Keith Country Day School – Digital Campaign**](#)
- [**Keith Country Day School – Marketing Campaign**](#)
- [**Keith Country Day School – Direct Mail Campaign**](#)
- [**Keith Country Day School – Website**](#)
- Saint Stanislaus

- Warriner Schools
- [**Racine Unified School District - Marketing Campaign**](#)

COLLEGES AND UNIVERSITIES

- Fairmont State University
- [**Highland Community College – President’s Report**](#)
- [**Highland Community College – Admissions Viewbook**](#)
- Lindenwood University
- [**Monmouth College**](#)
- [**Rockford University – Horizon Grant Marketing Campaign**](#)
- [**Rockford University – New Degrees Marketing Campaign**](#)
- Rock Valley College
- [**University of Illinois College of Medicine**](#)
- UW System Institute for Business & Entrepreneurship

EDUCATIONAL SUPPORT ORGANIZATIONS

- [**Alignment Rockford – Annual Report**](#)
- [**Alignment Rockford – Ready to Learn Campaign**](#)
- Diamond Assets
- [**RAMP**](#)
- [**Rockford Promise**](#)

KEY PERSONNEL



REBECCA EPPERSON, FOUNDER/CEO

Rebecca Epperson has more than 30 years of corporate communications, public relations, and marketing experience with a variety of organizations in developing and implementing strategic communications programs on a local, regional, national, and global basis.

Epperson has led the marketing and communications activities for a wide breadth of clientele including healthcare, education, technology, non-profits, biotechnology, consumer products, legal services, food service, hospitality, retail, financial services, communitywide initiatives, city governments and manufacturing. Her experience includes a full spectrum of marketing initiatives such as strategic direction, planning and implementation, corporate and brand positioning, collateral development, crisis management, media relations, industry analyst relations, presentation and media-interview training, event and trade show coordination, and editorial services, among others.



EMILY HARTZOG, PRESIDENT

Emily Hartzog has more than 20 years of experience in sales, marketing and public relations for industries as varied as financial services, economic development, higher education, technology, municipal agencies, and nonprofits. Hartzog has a strong background in strategic planning, integrated marketing communication evaluation and creation, event planning, writing, crisis communication, and social media initiatives.



CASSI STEURER, DIRECTOR

As a Director at Chartwell Agency, Cassi Steurer focuses on marketing initiatives for Chartwell clients, with a concentration on the education sector. She works with clients to provide thoughtful strategies that align with their business goals, elevate their brand, enhance their visibility, and better connect with their audiences.



JASON EDLÉN, VICE PRESIDENT, CREATIVE SERVICES

Jason Edlén has almost 20 years of experience in graphic design and creative direction. Edlén brings strong team and project organization, management, and photo, art, and video direction skills to the organization. He has won several awards for art direction, design and illustration, and video. His passion is creating design for clients that connects emotionally and meaningfully with their audiences.

OVERVIEW

Southern Nevada Trades High School (SNTHS) is an independent, free public charter school, open to all students. It started as a partnership between local industry and educators with a desire to provide Las Vegas high school students a quality education that prepares them for both college and career.

Its goal is to promote excellence in both academic and career technical education, providing students with a solid foundation for a career in construction-related careers after graduation. The school aligns academics, community partnerships, career and technical training, and career readiness planning in a high school experience that uniquely prepares its students for high-paying jobs in the community.



OBJECTIVES

SNTHS seeks a partner to assist in achieving the following objectives:

- Increase the admissions funnel, with the goal to reach the maximum enrollment of 400 students.
- Enhance general awareness of SNTHS, positioning the school as an option for students who are looking for a career-focused technical program or for whom traditional educational settings are not a good fit.
- Build meaningful relationships with organizations and individuals who can support the ongoing operations of the school with meaningful connections, funding and other valuable resources.
- Continue to build the ideal student profile, increasing the diversity of the student population.
- Assist in developing a comprehensive marketing plan that balances opportunities across channels for maximum reach and frequency.
- Position SNTHS as the top choice for students interested in an alternative high school experience.

ABOUT US

Chartwell Agency is an experienced team of 9+ professional marketing, content, public relations, social media, graphic design, and digital media experts. We pride ourselves on being a “can-do” agency that focuses on the results meaningful to our clients and thoughtfully integrates our strategies across platforms and tactics. We work in partnership with our client’s team, taking the heavy lifting off their shoulders and making it fun in the process.

22

years in education marketing

5

service lines for your needs

9+

experienced go-getters

Chartwell Agency’s roots are in meaningful storytelling. Founded 22 years ago as a focused PR firm, our philosophy is rooted in identifying, shaping, and sharing client stories to build connections to the people central to their success. Marketing is both an art and a science, and we weave thoughtful messaging with best practices to create marketing plans that deliver meaningful results.



A TWO-STEP APPROACH

There's a great expression that doing things right matters only if you are doing the right things.

Chartwell's process enhances marketing through a two-step approach. The first step, called the Foundation, makes sure we have the right message and solid working strategy in place. The second, called Implementation, ensures we are partners with your team to get the work done, measure the results, and adjust our strategies.

STEP ONE: FOUNDATION: GETTING IT RIGHT

STRATEGIC FACILITATION & MESSAGE DEVELOPMENT

We believe that a strong, shared vision and corresponding message is critical to any long-term efforts to establish and build the SNTHS awareness in the community. While we know initial background about SNTHS, our strategic facilitation process brings together a group of representatives from the school (administrators, board members, students) to help define how to best position the charter school with its external audiences like prospective students and families, donors, and potential employers.

Out of this meeting comes a summary of the conversations and a message map – a visual representation of the most important positioning statements about SNTHS' model, offerings, and opportunities to share repeatedly and consistently in all formal and informal communications. This session helps chart direction, provide focus, and serve as a foundation upon which all other activities are based.

Deliverables include:

- ✓ Facilitated 90-minute message meeting
- ✓ Message meeting summary
- ✓ SNTHS message map

INTEGRATED COMMUNICATION PLAN

Chartwell develops a comprehensive 12-month marketing plan, called an Integrated Communications Plan (ICP), which integrate activities across traditional marketing, digital marketing, traditional advertising, public relations, social media, and community outreach toward desired objectives. These plans are both strategic in approach and implementable in nature.

Once developed, SNTHS will have an expertly designed marketing gameplan to build awareness and set the stage for ongoing growth and success. The plan could include:

- ✓ Public relations strategy to earn media coverage and visibility.
- ✓ Recommendations for ongoing communications and content strategy (newsletters, blogs, etc.).
- ✓ Recommendations for a social media strategy and engagement.
- ✓ Recommendations for community outreach and relationship-building activities that cultivate meaningful connections.
- ✓ Opportunities to extend the reach of messaging through traditional and digital advertising.

MARKETING CAMPAIGN

The goal of a marketing campaign is to provide the creative vehicle to carry the SNTHS message to families, donors, and employers in the market. The campaign becomes the umbrella that extends awareness of the SNTHS brand while having the flexibility to also drive enrollment and fundraising goals.

Deliverables include:

- ✓ A minimum of three campaign narratives defining the campaign headline, potential supporting copy, connection to the messaging, and use cases. From narratives, we select 1-2 concepts to advance to creative exploration.
- ✓ A minimum of two creative explorations, bringing the preferred concept(s) to life with sample applications for reference.
- ✓ Refinement of the selected campaign

STEP TWO: IMPLEMENTATION: GETTING IT DONE

Chartwell focuses on the development of strategies *and* serves as implementors of those strategies. We pride ourselves on becoming a seamless extension of our client's team, managing as much or as little of the campaign's creation and rollout as necessary. Chartwell Agency extends SNTHS with extremely diverse, experienced marketing, content, design, PR, and social media professionals.

ONGOING SUPPORT

Chartwell Agency offers ultimate flexibility around support to meet organizational needs while being efficient and effective with the budget. Each client's scope of work and budget is customized to our client's needs and we offer flexibility in the type of support relationship. The most common options include:

- **Core Retainer:** Chartwell defines a specific monthly scope of work and outcomes upon which our clients can rely for a flat monthly fee. The core retainer provides both our team and SNTHS with consistency and predictability in monthly outcomes and billing. Chartwell is charged with responsibility for longer-term strategies and outcomes and implements all tactics associated with those proactively, thoughtfully, and creatively.
- **Drawdown Budget:** The creation of an established drawdown budget allows flexibility in how and where you allocate a pre-approved budget. A drawdown budget sets a maximum investment annually from which we invoice against as activities are completed. Drawdowns are not pre-billed, but rather tracked, reported, and billed as utilized each month. As a result, the work and budget are variable month to month.
- **Project-Based Support:** Project work is best for well-defined, specific deliverables such as landing page development, collateral creation, or press conference coordination. Projects can be managed within an annual drawdown budget or quoted on a project-by-project basis.

BUDGETS

While our relationships and scopes of work are scalable, here are our estimates for SNTHS' consideration.

FOUNDATION			
Activity	Summary		Budget*
Facilitation and Message Map	Facilitated message meeting and SNTHS message map. Serves as the foundation of all communications efforts moving forward.		\$3,400
Integrated Communications Plan	A 12-month actionable marketing strategy to coordinate tactics across traditional/digital marketing, public/media relations, social media, special events, and outreach efforts for the school.		\$8,500 - \$10,000
Marketing Campaign	Development of at least three narratives, two creative campaign concepts, and refinement of the preferred concept.		\$8,750
ONGOING SUPPORT			
	Core Retainer	Drawdown Budget	Project-Based Support
Scope	Flexible within a broader definition of the scope of work and scaled within the core retainer budget each month. <i>*Additional work can be quoted outside the retainer.</i>	Included within overall drawdown budget; each month Chartwell will report on the amount of budget used and left for the year.	Estimated and billed by project
Monthly Budget	Consistent <i>(Averages \$3,000 - \$4,500 though each client's budget is determined based on needs and available resources)</i>	Varies	Varies

Budgets do not include printing, stock photography/video, printing, or other ancillary out-of-pocket expenses (such as ad buys). If needed, travel expenses include a travel day rate of \$500 per team member (for days traveling to and from the client location), plus all associated expenses (airfare, airport transfers, hotel, car, meals, gratuities, and other associated travel expenses). Necessary travel expenses will be estimated for approval prior to booking.

If selected, Chartwell Agency will work with SNTHS to confirm the approach and finalize firm **not-to-exceed** budgets. Unless the scope of work changes, Chartwell always stays within the presented budgets, even if the time spent exceeds our estimation. We want clients to feel confident in our partnership and secure knowing we're invested in your success.



ADDITIONAL RECOMMENDATIONS

Should time, interest, and budget allow, Chartwell also recommends and offers the following options as potential recommendations for SNTHS:

- **SEO Audit:** An SEO audit covers a variety of technical specifications and content that drive website performance from an organic search perspective. An SEO audit addresses potential roadblocks and presents recommendations to strengthen your website's core performance and SEO profile for targeted searches. Following an audit, Chartwell provides a full report and analysis to SNTHS along with next-step suggestions that can be implemented by your team staff and/or outsourced, as needed. Deliverables for the SEO Audit include a high-level executive summary, full report of findings, analysis of data, and actionable recommendations.
- **Website Updates:** A website is a school's virtual front door and your most active recruitment tool. As the place prospective families and donors visit to learn more about your school, it's important the user experience, interface, and backend structure meet ever-changing best practice standards. Website updates can implement recommendations from the SEO audit and support other needs to ensure your website is working as hard as you are to recruit, retain, and share the successes of your school.

NEXT STEPS

We look forward to connecting with you to walk through our proposal and answer all your questions!