

APPRENTICE ACADEMY HIGH SCHOOL OF NORTH CAROLINA
Board Meeting

September 12, 2018
Waxhaw Entrepreneurs Building
7:00 PM – 9:00 PM

Board Members	Yan Greben	Board Chair
	Anna Blood	Board Vice Chair
	Sanna Tucker	Secretary (via phone)
	Helen Gutshall	Treasurer (via phone)
	Penny Wellman	Board Member
	Bob Dussinger	Board Member
	Pat Dussinger	Board Member

Attendees	James Warner
	Barry Ross

Call to order	7:12 pm, Yan Greben
----------------------	---------------------

Approval of minutes	Motion to approve by Yan Greben, Pat seconded, all in favor and motion carried
----------------------------	--

Financial Report	Helen Gutshall, Report in preparation and will be provided at the next meeting
-------------------------	--

Principal's Report	Barry Ross
---------------------------	------------

Reminder to board the state needs minutes, enrollment, marketing and facility info regularly, From the office of charter schools, the recommendation is that the board move to have roll call at the beginning of meetings. 2nd recommendation from office of charter schools is for marketing decision to be made, their stance is that the time has passed to still be working toward a decision. Barry met with Chip/Schoolhouse, enrollment is a concern for them also; we can still possibly use Shermco; although Chip felt it was too high of a cost other partners are considering using that proposal but they also have access to marketers themselves. Only one proposal provided 225 number for enrollment guaranteed. There is also a marketing template in Dropbox; the idea is that we don't need to spend thousands; it is step by step plan that can work as long as time and participants are available. All members need to read thoroughly and see if it's a viable marketing option for our board. Facility update, per Chip is going well. 5 locations were submitted in priority to Schoolhouse Development. First 2 or 3 were eliminated automatically due to distance from community college campuses. Property negotiations are ongoing. Groundbreaking target is November, all corporate sponsors will need invitation. Membership was renewed with Union Co. Chamber of Commerce.

Corporate donor money is money we do not want to spend, we're looking to leave that in place and use money from other efforts and financing. RTO (ready to open) report due Dec 3, 2018, it will have fall/winter tasks and spring tasks to be completed. For just under \$1,000 total the managing group

will work with us to make sure our RTO tasks are completed. Kathy Ridhour previously had her own charter school and runs the program. The program would start on 9/19 with Barry participating in the first conference call. They will have regular meetings, conference calls and video calls. September 26 will provide all information needed. Training schedule sent around for review. Finance conference scheduled for October 31 very informative and highly recommended for all board members to attend.

Training Schedule:

Sept 26 Charter School Governance, **Oct 31** Charter School Finance, **Nov 14** Charter School Operations and Accountability, **Dec 12** Meeting the Needs of All Students, **Jan 30, 2019** Our School Opens in 7 Months! What Now?

Evaluation of Committees Barry Ross

Non-profit board can have multiple committees, a more modern approach which was adopted in our policy book is to have 4 generalized committees; a copy of committee designation is under Dropbox. All members need to review and consider participation and discuss at next meeting which committees we'd each like to participate in.

Executive Committee: prepares agenda and in any crisis assists principal. Chair, Vice Chair and Secretary

Internal Affairs Committee: HR, financing, facilities. Principal in addition to board members

External Affairs Committee: Fundraising, marketing, principal and business manager in addition to board

Governors Committee: Coordinates for annual board evaluation, can use 3rd party evaluation instrument, Board Chair and Vice Chair

CFMA

Will need to send representative, Yan will represent the school at the banquet at Byrons South End on September 20.

Marketing

- Volunteers welcome and accepted for fundraising and marketing but no individual spending
- Principal has \$5,000 spending limit, board doesn't purchase but sends requests to Barry, all purchasing done by Helen or Barry
- Hotels will be reimbursed but going forward any purchases for marketing etc. will go through Helen or Barry. Accounting firm will handle after July 1st.

Oct 6 Indian Trail Fall Festival, Oct 13 Lake Park 10 am to 4 pm, Heritage Festival Sept 22, Agricultural Center in Monroe – will be a table inside, table already reserved and registration completed. The provide table and two chairs; we will just need to bring marketing materials including sign-up sheet. We will post on Facebook a request for volunteer interest to assist with festivals and events and additional post for upcoming events. Penny will set up and maintain Sign up Genius, one volunteer for Sept 13 already on board. Anyone who will be first at any event will need to pick up table materials from Pat and Bobs house. Barry and Sharon are reviewing information that needs to be updated for newspaper ads etc. The ad for School Options guide which goes out on Sept 29 has been updated. Barry

spoke with Kate the facilitator, need approval for \$650 for ½ page ad to be submitted. Question posed to ask parents to sign up for newsletter also; option for sign up and phone number will be added to sign up sheet for tables. Suggestion also made to get additional info from Bright Crayon for SEO (search engine optimization) and t-shirts for volunteers, website and printing. Prior marketing offers were from firms experienced with charter schools. Pat contacted Union Prep Academy K-8 and inquired about appointment with the principal, no return call yet. Union Academy Charter in Monroe contacted but they are K-12. Message left with Matthews charter middle school as well. Per rules if students are enrolled in charter school and the school doesn't offer the next grade they are eligible for priority enrollment. Pat contacted Monroe Literacy Council for leads, referred to Lee Park Baptist Church – Pastor Miguel Santos who is the head of the Hispanic Church is very interested in the school, referred Pat to Jackie Ramos. She invited Pat and Barry to speak on September 22 with her and their volunteers which they will be attending. Sanna advised when she met with Ingersoll Rand they were willing to send out info to their employees - newsletters etc. Suggestion made for additional business cards for everyone so they can be handed out to the public to help spread the word.

Yan put forward motion to approve the \$650 ad for School Options, Pat seconded the motion and all were in favor; motion carried.

Bob has been reviewing grants; need to narrow down to specific requests for example fields, tech etc. Barry will provide a list of interests to Bob.

Mr. James Warner introduced by Pat and Barry. He expressed his interest in supporting the school and its mission.

- Motion put forward by Yan to vote Mr. Warner onto the board, Bob seconded the motion, all were in favor, motion carried.

New day for meetings

The consensus was for 4th Monday of the month from 7 pm to 9 pm; due to urgency meetings may be weekly for the next few months. Barry will confirm space is available on Mondays and Yan will send invite for next meeting once availability is confirmed.

Adjournment

Yan Greben, meeting adjourned at 8:52 pm