

APPRENTICE ACADEMY HIGH SCHOOL OF NORTH CAROLINA

Board Meeting

April 11, 2018

Waxhaw Entrepreneur's Building
7:00 PM – 9:00 PM

Board Members:	Jon Pollack	Chair
	Anna Blood	Vice Chair (absent)
	Helen Gutshall	Treasurer (attended via phone)
	Yan Greben	Board Member (attended via phone)
	Carolyn Pollack	Board Member
	John Ryan	Board Member
	Sanna-Maija Tucker	Secretary (absent)
Attendees:	Barry Ross, Principal	
	Bernard Terry, Business Manager	

Call to order Jon Pollack

- Called to order at 7:00 PM

Approval of Minutes Carolyn Pollack

- Approved with one change – the Summit learning training will be held in July (as opposed to June, as recorded).

Financial Report Helen Gutshall

- Helen shared the income statement with the Board.
- Jon expressed a concern that we may have a shortfall of about \$42,000, based on the cash flow report distributed via email. Money comes from the state at end of July. Recommended the following adjustments: Show rent payments beginning in August, vs. July (as per contract), remove the advertising budget for June and July, We will look at the other "training" budget and the need for office supplies in July to make up the shortfall.
- PayPal will be moved from Wells Fargo to the PNC account.
- Need an update from Yan regarding laptops/technology expenses.

Principal's Report Barry Ross

- Jon introduced and welcomed Bernard Terry as the new Business Manager.
- Bernard will present operational items going forward (after tonight) and Barry will continue to present educational items.
- Total enrollment is 58 students broken into the following demographics:
 - 9th graders – 36; 10th graders - 22
 - Looks like 17 females/41 males (based on names only)
 - By location: Indian Trail – 7; Weddington – 5; Monroe – 14; Waxhaw – 27; Marvin – 1; Charlotte – 4
- Ingersoll Rand Grant is still pending. This grant is intended to be used for transportation purposes (will be somewhere between \$50,000 and 100,000).
- Summit Learning Training Dates confirmed: July 9-12 (Barry) 9-14 (all others)
- This Saturday we have another Meet and Greet at Forest Hill Church from 4 to 6 PM, Barry is planning to represent us at the Indian Trail movie night on April 19th and again at the UC Chamber of Commerce Bldg. in Monroe on April 28th from 2 to 4 PM.

- Lottery needs to be filmed live (maybe Sharon can help) and posted somewhere publicly. Barry and Bernard will handle this together.
- Barry will resend the Board a link to set up a Google email account that will be used exclusively for school communications. Bernard will work on setting up a Google Drive for us to use with a separate Board section. Motion approved to move forward.
- Karen Johnson (leader of WE) connected Barry to a contact who may be able to do a marketing video for us pro bono. His name is Gregory Wigfall (retired Connecticut State Trooper). Planning to meet next Thursday at Waxhaw Entrepreneurs Bldg. to discuss content, participants, etc. Barry will send an invite to the Board.
- State Pension Fund may be an option for our 2nd year of operation because the \$50,000 fee will be waived. Will need to run the numbers for contributions to see if we can afford it.
- Barry followed up on the School Resource Officer (SRO) Grant and it should be coming through soon.
- Barry submitted Hannah Simpson to be hired as a Social Studies teacher and Pat Dussinger to be a part-time receptionist at the school (4 hours a day during the school year for a total of 20 hours a week at \$13.50/hr.). Board voted to approve both hires and to repurpose a part-time position in the staffing model as well.
- Pictures of two mobile Units were posted into Dropbox for consideration to lease in 2018-19. They could be used for cafeteria space. But concerns were raised about them being cumbersome and expensive, based on our experience with Union Day's. An alternative suggestion was made to designate one large classroom as an eating area and signing an agreement with Forest Hill Church to replace the rug at the end of the year. Barry is to follow up with Mike on that possibility.
- Olympic Transportation contract was updated with a larger radius of miles to accommodate student pick-up around Union County for only \$1000 additional per month. Total cost is still within our budget, but Lori will need to confirm that it is flexible, based on enrollment needs, before finalizing the contract. The Board voted to approve this company as our transportation carrier. And hopefully Ingersoll Rand's Grant will come through to cover this cost.
- Jon announced that the town of Waxhaw has issued the appropriate permits and we have our Certificate of Occupancy to be presented to North Carolina as required.

New Business:

Fundraising Update

Jon Pollack

- Total of \$103,000 as follows: \$78,000 in cash – \$48,000 for Endowment Fund and the balance for Apprenticeship sponsorships. Also \$25,000 in kind from Nextcom. Efforts will continue to obtain funds for property and building.
- John Ryan asked about other potential supporters. Rogers Builders may be one..... double checking legalities of working kids under 18 (OSHA rules). Jon/Barry are attending an Apprenticeship Workshop tomorrow and will be getting back to her to confirm. Need something in writing from the state. Also Ingersoll Rand is a possibility. Wayne Brothers – client of John Ryan – having trouble getting responses. John will follow up with them.
- Next Wednesday Jon/Barry are also attending a CFMA (Construction Financial Managers Association) at Byrons in South End next Wed. and will make a brief presentation. John is also in touch with Roddy Kraft (AGC) – works with Apprenticeships and career building for the trades. Will set up a personal meeting with him for support at trade shows, website, etc.

Future Site Committee Report John Ryan

- John met with real estate agent that Barry found (Charlotte Commercial Partners). Very responsive already, even without a budget. Presented four potential pieces of property within or close to Waxhaw that meet our acreage requirements (12 acre minimum). Average costs \$800,000 - \$1,000,000. Presented a potential contract that retains them as an exclusive representative for AAHSNC. Need to find a real estate lawyer to review documents. John will pursue someone for a reduced fee or pro bono agreement.

IT Update Yan Greben

- Too early to report any updates. Need to brainstorm possibilities within the designated amount pledged. Number one priority is bandwidth to accommodate ALL students on internet at the same time. Yan will work with the church's IT staff to confirm capabilities. Forest Hill is the client for the internet service provider. Need to at least explore plan B scenario in case we run into issues. Yan will present these options at the next Board meeting.

Secretary's Report/**Outreach Campaign****Carolyn Pollack** (for Sanna Tucker)

- Newspaper ads ran last week in the Union County Weekly, Mint Hill Weekly and South Charlotte Weekly.
- Sanna is posting on Facebook groups every 3 days, reaching approximately 35,000 contacts). She is waiting for approval to join a Ballantyne group in addition to the ones in Union County.
- We need to look at all the community events available in which we could participate (e.g. Food Truck Fridays, Movie Nights and Concerts), in addition to the ones that Barry has already signed up for. Sanna will create a Sign-up Genius event listing all possible dates. Each Board member should then indicate his/her availability before we actually commit to anything. Some charge a fee and require an upfront contract or registration.
- Need to reach out to Hispanic communities via churches and community gatherings. A flyer was created in both English and Spanish to be distributed at the UC Chamber of Commerce event on April 28th.
- Another recommendation was made to contact home school organizations and K-8 charter schools to let their students know about The Apprentice Academy.
- Barry will follow up on a Matthews Charter School HS Fair that is supposed to be scheduled for April or May.
- Bernard will follow up with Walmart's corporate headquarters to request permission to set up a table in the Union County store parking lots on various dates.

Marketing/Website Update**Carolyn Pollack**

- We launched a direct mail campaign with Premium Ads Carolina to send a 4x6 colored postcard to all households in Union County with at least one 13-15 year-old child living there. A total of 2,884 pieces were mailed first class this week, scheduled to arrive Wednesday – Thursday, advertising current enrollment and the meet and greet on Saturday, April 14th at Forest Hill Church. Total cost was \$2050.61.
- We also ran ads, which included our Meet and Greet details, on Facebook and Instagram for two weeks. Board members should repost social media impressions wherever possible. Bernard will set up an AAHSNC Linked In account as well.

Adjournment at 8:30 pm