

LLCA: CFA Board Minutes

February 9, 2017

**Location:** Lake Lure Classical Academy: A Challenge Foundation Academy, 1058 Island Creek Road, Lake Lure, NC 28746. Meeting held in room A-21.

**Board Members present:** Linda Turner, Tim Turner II, Wolf Kutter, Mark Hamann, Mike Harrington, Clint Calhoun, and Michael Frierman. Margery Sherrill was present by phone

**Absent:** Gary Kling

**Teacher Representative Present:**

**Others present:** Thomas Kever, and Brad White

**1.) Call to Order by Mr. Tim Turner II**

The Meeting opened at 5:31 pm.

**2.) Pledge recited**

**3.) Mission Statement read aloud**

**4.) Approval of Agenda:**

Mrs. Linda Turner made a motion to amend the agenda changing the minutes to be approved to January 12, 2017. Second was made by Mr. Michael Frierman. The motion was unanimously approved.

**5.) Approval of Minutes:**

The January 12, 2017 minutes were presented for approval. Mrs. Linda Turner made a motion to approve the minutes as presented. Second was made by Mr. Wolf Kutter. The motion was unanimously approved.

**6.) Public Comment:** None

**7.) School Director Report:** Mr. Thomas Kever presented a report to the Board. The report is attached and will be posted to the website when the minutes are approved at the March 9, 2017 board meeting.

**8.) LLCA School Improvement Team Chairperson:** Mr. Kever presented a verbal report to the Board. Mr. Kever indicated that the team was moving forward with meeting the goals the team has identified.

**9.) Committee Reports:**

**b. Finance:** Mr. Wolf Kutter presented a report to the Board. The report is attached.

**Mr. Wolf Kutter made a recommendation from the committee in the form of a motion to approve the budget as presented. The motion was unanimously approved.**

**b. Ad Hoc:** Mr. Michael Frierman presented a report to the Board. The report is attached.

**c. Marketing:** Mr. Wolf Kutter presented a report to the Board. The report is attached.

**d. Technology:** Mr. Michael Frierman presented a report to the Board. The report is attached.

**e. Facility:** No report. Mr. Clint Calhoun indicated that a workday will be held on February 25, 2017 to remove block from the old campus. The rain date will be March 4, 2017.

**11.) Other Business:**

**Team CFA Update:** Mr. Mike Harrington indicated that The Challenge Foundation Properties would begin to heavily market the old campus to get the property sold once the cleanup is completed. He also urged the Board to reach out to him for assistance if needed from Team CFA.

**USDA Update:** Mr. Wolf Kutter gave a verbal update on the status of the possible USDA loan.

**12.)** The next three meetings will be March 9, 2017, April 13, 2017 and May 11, 2017.

**13.) Adjourn:** Mrs. Linda Turner made a motion to adjourn. Second was made by Mr. Clint Calhoun. The motion was unanimously approved. The meeting adjourned at 6:23 pm.

The above minutes were approved by the Board of Directors on March 9, 2017.

**Lake Lure Classical Academy**  
**Executive Director's Report**

**To:** LLCA Board of Directors  
**From:** Thomas Keever  
**Date:** February 9, 2017

**Enrollment**

Grade Level	Active Enrollment	Class Sizes	Withdrawals Since Last Report	New enrollees since Last Report
Kindergarten	35	18/17		2
1 <sup>st</sup> Grade	27	14/13		
2 <sup>nd</sup> Grade	26	13/13		
3 <sup>rd</sup> Grade	34	17/17		1
4 <sup>th</sup> Grade	33	17/16		1
5 <sup>th</sup> Grade	26	15/11		
6 <sup>th</sup> Grade	19			1
7 <sup>th</sup> Grade	40			1
8 <sup>th</sup> Grade	44		1	2
9 <sup>th</sup> Grade	28			
10 <sup>th</sup> Grade	35			3
11 <sup>th</sup> Grade	26		1	1
12 <sup>th</sup> Grade	21		1	
<b>Total</b>	<b>394</b>		<b>3</b>	<b>12</b>

**Elementary Update & Initiatives**

Our LLCA team of tutors is now complete. Sarah Edgerton continues to assist 3rd grade and is helping in 1st grade to implement LL1.

Kay Sims began Monday, Jan. 30, she is tutoring 4th grade in math and reading. She will also work in K & 1st.

Margo Jones began Monday, Jan. 30 with 5th grade. She will also be helping in 2nd grade. The majority of her time is middle school.

Concentration on 3rd, 4th and 5th with K, 1st and 2nd given time as the schedule allows.

A large number of highly qualified applicants were screened. We are extremely pleased with the tutoring team.

## **Secondary Update & Initiatives**

On Thursday, January 26 Dr. Watson, Ms. Miller and Mr. White accompanied 43 8th-12th grade students on an ICC Technical Tour. Our students were able to go to the different departments and speak with instructors. The tour included Criminal Justice, Early Childhood Development, Nursing, Cosmetology, Broadcasting, Graphic Design, Construction Management, Electrical Engineering, Machining, Welding, and Computer Engineering. The ICC instructors and tour guides commented on how well behaved the students were. One instructor stated that he had never had a group of students thank him for speaking to them and then push all of their chairs back in before leaving. A tour guide said it was the best group she had ever been with. We truly are blessed with a great group of students.

Mrs. Connie Boles our new Secondary Math Tutor, started on Monday, January 30 and is already making an impact. She is currently serving 44 Secondary Students two days per week. Mrs. Boles is primarily focusing on 6th, 7th, 8th & Math 1.

## **High School Curriculum Parent Meeting**

*Date:*

Thursday, February 16 & Tuesday, March 14

*Times:* Two options for parents-

8:00 AM - 9:00 AM

or

6:00 PM - 7:00 PM

*Tracks:*

1. Traditional High School Pathway
2. Tech Prep Pathway
3. College Prep Pathway

*Description:* To inform parents about the new 2017/18 High School Tracks. ICC instructors will also be in attendance to answer questions about ICC classes, expectations and requirements.

## **Curriculum Update and Initiatives**

As stated above the tutoring is well under way. Students that are receiving students have been selected based upon MAP, EOG, EOC results and teacher recommendation.

We are working with our EC department on scheduling and delivery of optimal student service. We are also continuing our Data review continually assessing students and support and enrichment.

[Click here to view the Curriculum Update and Initiatives presentation.](#)

## **Executive Director Summary**

- I am very pleased with the tutoring we are able to deliver to our students. This is a high quality and focused intervention that we believe will make a tremendous difference in our students.
- We are developing print ads for the newspapers serving our market area to inform potential families of our High School Course offerings for next year.
- Summer S.T.E.M., S.T.E.A.M. and Sports Camp Dates are: July 10-13, July 17-20, July 24-27 tentative time is 8:15-2:45 with bus pickups in three target locations (Polk, Henderson County, and Rutherfordton)
- Kinder Camp Date is: August 1,2,3
- Math Camp Date is July 31, August 1, 2, 3

We still need to flesh out the details of curriculum/content, budget, and a myriad of other tasks.

- This past month the Lake Lure website received **5,724** visits to the homepage, up about 1,500 from the previous month!
- We are exploring a new teacher observation instrument out lined below with links. What I like about this instrument is that is is web based, and focuses on learning. Another positive is that the instrument is aligned with AdvancED which accredits schools and is a continuous improvement model. In addition the cost currently is \$400.00 per year with training, unlimited users and a lot of technical perks.

**MEMORANDUM FOR RECORD**

**1 Feb 2017**

**SUBJECT: MINUTES OF THE LLCA-CFA Financial Committee Meeting on 30 January 2017**

1. Mr Tom Keever, Mr Mitch McNeely, Mr Russ Pitts, Mr Todd Morse, Mr Jim Rhodes and Mr Kutter met at LLCA-CFA from 10-12:30 to conduct a detailed review of the Mid-Year Budget Point of SY 2016-2017 for LLCA-CFA. Absent were Mr. Michael Frierman, and Mr Mike Harrington. The review entailed the following:
  - December Results
  - Cash Flow results and projections
  - Complete Mid-Year Review of Revenue and Expenses,
  - Emerging new expenses that the Finance Committee must consider: Marketing Expenses, School Bus, Spring/Summer Camps, Information Technology for Long Distance Learning/VTC, Website, etc.).
  - Macro Budget Scenarios for SY 2017-2018 ( i.e. With or Without the \$12.5 M USDA Acquisition)
2. The attached documents reflect December Results, Cash Flow Status, Budget- Expense Variances, and the updated School Budget data set for SY 2016-2017.
3. Key Discussion Items as follows:
  - a. Grant Writing and Grant Receipts: 21<sup>st</sup> Century Grant, Caulder Foundation IT Grant and Title I grant. Target for SY 2017-2018 Grants of \$350K
  - b. Receipt of \$15,000 Donation from Lucky 1 Foundation and \$4K from Jr Olympiad
  - c. Review of Marketing Resources to advance SY 2017-2018 Recruiting
  - d. Approval of up to \$1.5 K for Long Distance Learning resources, and Purchase of up to two Busses (\$5-7K).
  - e. Spend out of old accounts first, to clean up transfer between accounts
  - f. Review of accounts that will buttress end of year Cash Position
  - g. Board Supervision in light of separation of accounting and expense monitoring per Darrel Keller, CPA guidance
  - h. Initial Guidance for SY 2017-2018 Budget Planning and three courses of Action.
4. Finance Committee approved the current updated Budget, its Expenses and Road Ahead spend out for balance of the School Year.

Wolf D. Kutter

Wolf D. Kutter

LLCA-CFA Treasurer, 843-261-3215

LAKE LURE CLASSICAL ACADEMY  
BUDGET REPORT (CONDENSED)  
From 12/1/2016 to 12/31/2016

REVENUE	CURRENT BUDGET	MTD ACTIVITY	YTD ACTIVITY	BUDGET BALANCE	PERCENT REMAINING	NOTES
<b>STATE REVENUE</b>						
Rev - Summer Reading Program	\$19,484.83	\$0.00	\$19,484.83	\$0.00	0.00%	
Rev - Charter Schools	\$2,437,498.00	\$178,367.34	\$1,240,007.52	\$1,197,490.48	49.13%	
<b>TOTAL STATE REVENUE</b>	<b>\$2,456,982.83</b>	<b>\$178,367.34</b>	<b>\$1,259,492.35</b>	<b>\$1,197,490.48</b>	<b>48.74%</b>	
<b>LOCAL REVENUE</b>						
Rev - Sales Tax	\$12,000.00	\$0.00	\$0.00	\$12,000.00	100.00%	
Rev - Field Trip	\$30,000.00	\$57.00	\$2,747.10	\$27,252.90	90.84%	
Rev - Contributions and Donati	\$28,352.00	\$3,300.00	\$28,352.00	\$0.00	0.00%	
Rev - Raise The Roof - 008	\$7,999.73	\$0.00	\$4,999.73	\$3,000.00	37.50%	
Rev - Backpack Program - 015	\$300.00	\$0.00	\$300.00	\$0.00	0.00%	
Rev - Contributions-Trans	\$3,500.00	\$50.00	\$2,225.00	\$1,275.00	36.43%	
Rev - Interest Income	\$350.00	\$35.18	\$203.31	\$146.69	41.91%	
Rev - Various	\$4,000.00	\$0.00	\$1,305.16	\$2,694.84	67.37%	
Rev - Athletics	\$7,000.00	\$503.00	\$2,753.00	\$4,247.00	60.67%	
Rev - Clubs	\$12,000.00	\$1,028.00	\$6,431.00	\$5,569.00	46.41%	
Rev - Fund Balance Appropriate	\$470,939.46	\$0.00	\$0.00	\$470,939.46	100.00%	
Rev - DOE Grant - 341	\$40,694.00	\$8,309.67	\$19,588.02	\$21,105.98	51.87%	
Rev - Buncombe County	\$17,497.55	\$3,851.96	\$8,451.17	\$9,046.38	51.70%	
F & F - Buncombe County	\$150.00	\$26.11	\$125.30	\$24.70	16.47%	
Rev - Cleveland County	\$708.73	\$64.43	\$257.72	\$451.01	63.64%	
Rev - Henderson County	\$184,555.39	\$31,085.66	\$78,125.43	\$106,429.96	57.67%	
Rev - McDowell County	\$2,756.08	\$0.00	\$825.48	\$1,930.60	70.05%	
Rev - Polk County	\$158,856.96	\$13,418.70	\$72,091.09	\$86,765.87	54.62%	
F & F - Polk County	\$2,750.00	\$0.00	\$430.75	\$2,319.25	84.34%	
Rev - Rutherford County	\$303,138.00	\$25,286.00	\$151,422.00	\$151,716.00	50.05%	
F & F - Rutherford County	\$2,700.00	\$297.00	\$1,542.00	\$1,158.00	42.89%	
Rev - CFA Summer Conference	\$10,484.30	\$0.00	\$484.30	\$10,000.00	95.38%	
Rev - CFA - Technology Grant	\$8,528.62	\$8,528.62	\$8,528.62	\$0.00	0.00%	
Rev - CFA-Deferred-Grant	\$0.00	\$8,528.62	\$0.00	\$0.00	0.00%	
Rev - Bright Ideas Grant	\$204.30	\$0.00	\$204.30	\$0.00	0.00%	
Rev - Principal's Discr 620	\$10,072.57	\$819.48	\$10,072.57	\$0.00	0.00%	
Rev - Fundraising - 653	\$3,494.38	\$0.00	\$3,494.38	\$0.00	0.00%	
Rev - Fund Raising - LLO 200	\$500.00	\$0.00	\$0.00	\$500.00	100.00%	
<b>TOTAL LOCAL REVENUE</b>	<b>\$1,323,532.07</b>	<b>\$105,189.43</b>	<b>\$404,959.43</b>	<b>\$918,572.64</b>	<b>69.40%</b>	
<b>FEDERAL REVENUE</b>						
Rev - Title I Basic - 050	\$41,728.00	\$0.00	\$0.00	\$41,728.00	100.00%	
Rev - IDEA VI-B Handicap-060	\$71,031.05	\$27,570.35	\$41,095.26	\$29,935.79	42.14%	
Rev - REAP - 091	\$9,082.40	\$0.00	\$937.40	\$8,145.00	89.68%	

LAKE LURE CLASSICAL ACADEMY  
BUDGET REPORT (CONDENSED)  
From 12/1/2016 to 12/31/2016

	CURRENT BUDGET	MTD ACTIVITY	YTD ACTIVITY	BUDGET BALANCE	PERCENT REMAINING	NOTES
Rev - IDEA VI-B Spec Needs-118	\$1,799.08	\$0.00	\$899.08	\$900.00	50.03%	
<b>TOTAL FEDERAL REVENUE</b>	<b>\$123,640.53</b>	<b>\$27,570.35</b>	<b>\$42,931.74</b>	<b>\$80,708.79</b>	<b>65.28%</b>	
<b>FUND 5 REVENUE</b>						
Rev - Before & After Care	\$3,500.00	\$140.00	\$2,287.00	\$1,213.00	34.66%	
<b>TOTAL FUND 5 REVENUE</b>	<b>\$3,500.00</b>	<b>\$140.00</b>	<b>\$2,287.00</b>	<b>\$1,213.00</b>	<b>34.66%</b>	
<b>TOTAL REVENUE</b>	<b>\$3,907,655.43</b>	<b>\$311,267.12</b>	<b>\$1,709,670.52</b>	<b>\$2,197,984.91</b>	<b>56.25%</b>	
<b>EXPENSES</b>						
1. Salaries & Bonuses	\$1,847,484.28	\$145,438.60	\$873,290.96	\$974,193.32	52.73%	
2. Benefits	\$468,157.18	\$32,441.36	\$200,811.45	\$267,345.73	57.11%	
3. Books & Supplies	\$131,160.74	\$12,229.42	\$84,799.20	\$46,361.54	35.35%	
4. Technology	\$32,500.00	\$250.00	\$21,842.03	\$10,657.97	32.79%	
5. Non-Cap Equipment & Leases	\$30,000.00	\$1,980.93	\$16,327.42	\$13,672.58	45.58%	
6. Contracted Student Services	\$68,400.00	\$5,274.00	\$15,494.77	\$52,905.23	77.35%	
7. Staff Development	\$18,479.99	\$0.00	\$1,683.88	\$16,796.11	90.89%	
8. Administrative Services	\$125,177.96	\$8,917.33	\$48,993.61	\$76,184.35	60.86%	
9. Insurance	\$47,964.00	\$0.00	\$18,983.15	\$28,980.85	60.42%	
10. Rents & Debt Service	\$700,687.57	\$58,959.79	\$404,524.38	\$296,163.19	42.27%	
11. Facilities	\$44,000.00	\$34,956.18	\$68,792.11	\$(24,792.11)	-56.35%	
12. Utilities	\$85,776.00	\$7,576.48	\$26,254.77	\$59,521.23	69.39%	
13. Nutrition & Food	\$2,250.79	\$0.00	\$1,099.54	\$1,151.25	51.15%	
14. Transportation & Travel	\$149,932.72	\$7,097.38	\$57,096.89	\$92,835.83	61.92%	
15. Principal Discretion Funds	\$8,613.09	\$270.61	\$771.25	\$7,841.84	91.05%	
16. Athletics	\$44,758.65	\$5,101.23	\$11,242.63	\$33,516.02	74.88%	
18.. CFA - Summer Conference	\$10,484.30	\$0.00	\$0.00	\$10,484.30	100.00%	
19. CFA - Technology Grant	\$8,528.62	\$0.00	\$0.00	\$8,528.62	100.00%	
20. Bright Ideas Grant - 563	\$204.30	\$0.00	\$0.00	\$204.30	100.00%	
21. After School Program	\$10,019.65	\$468.28	\$3,051.67	\$6,967.98	69.54%	
<b>TOTAL EXPENSES</b>	<b>\$3,834,579.84</b>	<b>\$320,961.59</b>	<b>\$1,855,059.71</b>	<b>\$1,979,520.13</b>	<b>51.62%</b>	
<b>NET SURPLUS/(DEFICIT)</b>	<b>\$73,075.59</b>	<b>\$(9,694.47)</b>	<b>\$(145,389.19)</b>			



### **Ad Hoc Strategic Planning Committee**

- Three committee members, Linda Turner Mark Hamann and Michael Frierman to review the Administration's current short term strategic planning as described during the last LLCA Board meeting
- The 3 new curriculum tracks proposed by the LLCA Administration has been referred to the Curriculum committee for review
- A preliminary 3 to 5 year strategic plan is being developed for review by other committees as appropriate and by the entire board

### **IT Committee - Recent accomplishments:**

- Russ Pitts representing the LLCA-CFA technology committee joined students who toured Isothermal Community College (ICC) on Thursday, January 26th. Met with multiple ICC department directors and discussed LLCA's technology capabilities and LLCA's willingness to work with ICC however possible
- Order with Aver corporation for VC520 Video conference technology (VCT) has been placed - Awaiting order confirmation along with pricing - Mitch will be sent final invoice for payment approval and processing
- Monitor and cart to support VCT hardware will be acquired, allocated, or purchased following receipt of Aver equipment - Total cost of Aver and supporting equipment are targeted to not exceed \$1,500 board authorized amount
- All security cameras and existing technology at school are operating as expected
- Technology committee will assist school leadership team on reviewing proposed Toshiba copier/technology proposal along with recommendations once proposal is received

**MEMORANDUM FOR RECORD**

**28 Jan 2017**

**SUBJECT: Minutes of the LLCA–CFA Marketing and Communications Committee Meeting  
Agenda, 3:30 – 4:45 PM, Tuesday January 24, 2017**

1. Attendees: Co- Chairs Lynn Carnes and Wolf Kutter, VP Thad Harrell ICC, Mayor Bob Keith, Mrs. Kay Dittmer, Mrs. Margo Jones, Mr. John Cullen, Dr. Tanya Watson, Mr Mark Levin, Mrs. Lind Edgerton, Mr Brad White, Mrs. Lola Barnes, - and at end of meeting -- Mr Todd Morse and Mr Tom Keever. The Chairs welcomed Mr Cullen who came at the invitation of Mr Keever. ( John Cullen, 857-991-0019; GrowLifeRoots@gmail.com) Not present Valerie Hoffman, Michelle Yellen.
2. Review of Open Action Items
  - **Social Media Communications Update: Website, Facebook, Newsletter**
    - *Discussion on creating a new Web Site that has enhanced User Friendliness and permits easier Updates – Mark Levin highlighted “I am LLCA” Prototype site, Lynn Carnes her Marketing acumen in linking web sites, and discussed featuring the three students that completed the ICC run Hospitality Course. Additionally featuring LLCA graduates and how they are doing in college – Mrs. Margo Jones son at WCU.*
    - *Facebook and News Letters – There have been now 7 weekly Communications to Parents – all in a Binder – Mrs. Lola Barnes and the LLCA Team*
  - **Key Communications Themes: LLCA Core messages for High School**
    - *We have a competitive program on all academic parameters*
    - *We have three distinct paths to success:*
      - *A traditional high school schedule*
      - *Technical preparation path*
      - *College preparation (includes dual track)*
    - *The students have a full, robust high school experience including many sports, clubs, community involvement and high academic achievement*
    - *We have a family atmosphere with deep caring, support and nurturing for each individual student*
  - **Problems that LLCA solves for parents:**
    - *It can be hard to get my child to school. Shorter bus rides, simple transportation*
    - *I’m worried my kid will not get the attention he or she needs. Your child will be cared for and known – no anonymous or lost kids here*
    - *It’s hard to get my kids to three different schools. All of your children can stay in one school location through all the school years*
    - *What about arts and music? Doesn’t that help kids learn? Arts and music matter to us and we have excellent teachers in music and arts*

- *Will my child be able to compete with other area children? The quality of the education matches or beats other area schools*
  - *What about sports? Your kid will “make the team” – as a small school we have space for kids to do what they want*
  - *Interested in clubs? We have lots of them, from math to ...*
  - *It’s hard to keep up with everything between my job, making sure homework gets done, and all that. Your whole family will be cared for – and we even offer adult education programs to help you get a better job*
  - *Worried about staying up with the times and technology? We have the most up to date clubs and technology*
  - *I want my child to be successful. Your kid will have a shot at the best job, or entering college as a junior (\$30k savings) or a traditional 4 year college after LLCA*
  - *Feel behind? We have personal support, connections to tutors (is this true?) and summer camps to jump start your child*
  - *We want to help your family learn and grow*
- **January Mid-Year Enrollment – through word of Mouth Outreach// Face to Face Communications to friends of Parents, and Teachers**
    - *Enrollment at End of December stood at 384. On day of meeting, at 391 and several new students were planning to enroll by end of week.*
    - *Reviewed Rationale for students leaving/not coming (Food, Bus Routes, Families moving to new Job opportunities)*
  - **Marketing to attract new students from the Edneyville area – given the crowding at that school**
    - *Mr Keever discussed plans for a new Bus and Bus Route to attract those students as well as El Centro – and service Boys and Girls Club opportunity.*
  - **Communications and Marketing to the Hispanic Community**
    - *Mr Keever plans to leverage the schools Spanish Teacher, has calls working with Mrs. Evelyn Alcazar, El Centro and is planning to make a major effort on this in February*
  - **Communications to the 8<sup>th</sup> Grade – LLCA High School Opportunities – completed per Mr Brad White. Sense is that virtually all will attend LLCA-CFA**
  - **Survey of Parents “Communications” Effectiveness – Open Action Item, slated for End January, mid-February. Survey design – Mrs. Gaylen Bennett.**

### 3. School Year 2016-2017 Phase II Marketing and Comms. Action Items for Jan – March:

- **Continued Outreach to The Breeze - Article for the Mar-Apr Issue. Article is Due to Dave Leestma by 10 February**

- *Discussed article focused on Community Scholarships, the ICC scholarships for Rutherford and Polk County, and Face Book opportunity at ICC.*
  - *Discussed new High School Curriculum – and messaging of “What is different at LLCA-CFA since all the other High Schools have similar opportunities with ICC. – What is the Value Added of LLCA beyond the ICC partnership?*
- *Communications Forum to Parents re: new High School Curriculum – Dr Tanya Watson showcased the DRAFT HS Curriculum Booklet, and Mr Brad White highlighted the 16 Feb early morning and evening outreach to HS Parents.*
- *Households with Children in the Zip Codes in the 10-15, 15-30 Mile Radius that we can leverage. Mr Mc Neely provided the following Zip Code data set:*

**Households with children ages 6-17**

<b>0-10 miles</b>	<b>Households</b>	<b>Zip code</b>	<b>County</b>
Bat Cave	11	28710	Henderson
Chimney	5	28720	Rutherford
Rock			
Lake Lure	176	28746	Rutherford
Mill Spring	331	28756	Polk
<b>523</b>			
<b>10-15 Miles</b>			
Columbus	449	28722	Polk
Gerton	21	28735	Henderson
<b>470</b>			
<b>15-20 miles</b>			
Fairview	873	28730	Buncombe
Rutherfordton	1690	28139	Rutherford
Spindale	302	28160	Rutherford
Tryon	416	28782	Polk
Union Mills	181	28167	Rutherford
<b>3462</b>			
<b>20-25 miles</b>			
East Flat	215	28726	Henderson
Rock			
Forest City	1744	28043	Rutherford
Hendersonville	3290	28792 & 91	Henderson
<b>5249</b>			
<b>25-30 miles</b>			
Flat Rock	595	28731	Henderson
Fletcher	1725	28732	Henderson
Zirconia	219	28790	Henderson

2539	
Grand total:	12243
County Breakdown	
Buncombe	873
Henderson	6076
Polk	1196
Rutherford	4098
<b>12243</b>	

- Marketing for ICC Adult Education and Continuing Education Students for the ICC January Offerings (Hospitality, Culinary, Small Business Offerings, etc.); Flyers and Educational Opportunity Awareness Forums
  - ***Extensive discussion with VP Brad Harrell, Brad White, and Dr. Tanya Watson. Next Hospitality Course will be offered 4 February and will be offered to both parents and students. Discussed Flyers going home to Parents for sign up for this opportunity and its linkage to TIEC, and the Summer Tourist job opportunities.***
  - ***Asked Mr Harrell to reenergize the Small Business Offerings at LLCA and secure information on Facebook Partnership with ICC.***
  - ***Suggested that LLCEF and the HNG Chamber conduct a Community outreach and make everyone aware of those opportunities.***

#### 4. Phase II Marketing and Communications Action Items for April – June:

- Spring and Summer Camps to “Keep Sold,” and “attract new Students.”
  - Summer: Reading, Math, Kindergarten, and Specialty Camps (Science, IT)
  - Spring – ACT/SAT Boot Camp, IT Boot Camp.
  - TARGET Home Schoolers – through Churches – Tom Keever and Anton Roos
- Featuring Community Scholarships in local Papers
- Featuring STEM, STEAM, and Intern Opportunities
- Featuring Advanced Technical Education Opportunities to Parents and Students- ie. EMT, Nurses Aid, Culinary Training, Hospitality Training – as part of Continuing Ed and Work Force Development at ICC courses at LLCA
- Strategic Marketing and Communications:
  - New High School Program Marketing-
    - ***Discussed Face to Face, Student Advocacy/Testimonials, Flyers, and Ads in the local Papers – Breeze, Courier, and Hendersonville Paper; featuring aspects of HS Program in Weekly LLCA Newsletter – Mr Keever and Brad White – with Austin Bailey – Courier . Special Flyer – leveraging Student Handbook Information for Parents Day, 16 Feb.***

- *Key Theme = Savings to Parents through Dual Enrollment*
- *Key Theme – Community is raising Scholarships to send Students off to enhance their opportunities*
- Student Sign- Up for SY 2017-2018
  - Development of tailored Sign-Up package with Follow-Up calls, E-Mails, and LLCA information.
  - Targeting Polk Students that do not make the Early College Payoff
  - Targeting TJ lottery students that do not make the List.
  - Targeted Zip Code Mailings
  - Targeting Churches – Summer Camps
- Outreach to Realtor Association, Clubs, HOA/POA organizations, Foundations
  - *Discussed outreach to Trinity Academy – Mr Keever has invite, and outreach to Hendersonville Boys and Girls Club ( Note Boys and Girls Club – outreach completed successfully on 27 Jan)*
  - *Mr Todd Morse – volunteered to help through his Realtor Contacts to position LLCA – need a presentation to send to all Realtors – Action Wolf Kutter*
- Productive Partnerships Development –
  - Discussed Leveraging Pangea, Caulder Foundation, Facebook, Google – and two new initiatives – Software/Gaming/ Community Apps/Cyber Security, and Future Farmers of America Club at LLCA linked to Entrepreneurial Agribusiness
- Marketing at High Traffic Point of Sales:
  - Discussed Flyers at selected Restaurants, Ingles, Coffee Shops, Hair Saloons, and Realtors. Lynn Carnes to reach out to Coffee Shop Owner and invite unto the Marketing Committee
- Marketing and Communications Plan – Phase II Not Discussed – under development. ( Note: Reflection on Pipes and Messages)

#### 5.0 Recap of Actions Items:

- *Develop a capability brief of the school for the community outreach meetings – Wolf and Mr Keever*
- *Visit Boys and Girls Club of Hvl to consider getting more Hvl exposure – Brad*
- *Draw in families, make them feel included. Also work on getting food. – Linda*
- *Work on a flyer for the High School and meetings with 8<sup>th</sup> graders to introduce new program – Tanya*
- *Immediately follow up on applications to give a warm welcome to the process – Lola*
- *Help Todd ID the realtors to meet with, expand technology in the town – Bob*
- *Launch “I am LLCA” page and include the first three stories (Mark Levin, 3 grads of hospitality, dual track story)*
- *Connect agribusiness to the school – John Cullen*

- *Validate our messages to parents – Margo*
- *Send Wolf article on the Charlotte charter schools – keep school in public eye – Kay Dittmer*
- *Create Amazon Smile account for LLCA – Todd will help Lola*
- *Create competition for Jr Olympiad between LLCA, TJ and other local High Schools – Tom Keever and Kay Dittmer.*
- *Develop messages about the school that resonate with parents and solve a problem – Lynn start, school team build into materials (See above)*
- *Secure Facebook FQ re ICC partnership ( Source Cathy Leestma) Thad Harrell*
- *Energize SB offerings at LLCA – Tom Keever and Thad Harrell*
- *TIEC partnership Development – Lynn Carnes ( Sharon Decker to Newcomers Club)*
- *Grand Opening of Library/Information Resources Tom Keever – March*
- *Kids and Parents Community Service – Tom Keever and the LLCA Team*
- *Amazon School Register - Todd Morse and Helen Pace*
- *Ingle's Advocacy to Parents – PTO Helen Pace*
- *Golf Outing to Raise Funds for LLCA – Wolf Kutter with Jim Rhodes at Rambling Bald; or at Town of Lake Lure Municipal Course – Wolf Kutter – Bob Keith.*
- *Leverage Specialty Events – like Jt Olympiad that provided \$1,500 to LLCA and \$2,500 to Sport Equipment at LLCA ( Total \$4,000) Kay Dittmer*
- *Home Schooler's Invitation to selected LCA Programs ( ie Drivers Training, selected Clubs, Sports,) Mr Keever – Insurance policy Impact.*

#### **6.0 Enhanced Marketing Requirements - Action Wolf Kutter and Tom Keever**

- *New Bus and Bus Driver for balance of School-Year \$ 5-7K*
- *Secure Long Distance/ VTC package for SY 2017-2018 Offerings \$ 1-2 K*
- *Support READ-A-THON with Kindles \$.5-.7K*
- *Ads in Newspapers announcing High School Program \$2K*
- *Bill Board Advertising on Highway 64 in Hendersonville \$1K*
- *Support for new Web site and enhanced digital communications .5K*
- *Renewal of Movie Theater Advertising .5K*
- *Promotional Lake Lure Polo Shirts for New Student Challenge \$2K*
- *Technical Scholarship \$2.5K*
- *Summer-camp Marketing .5K*
- *Lake Lure Classical Academy Signs on Busses – \$2K*

#### **7.0 Summation of Executive Director's key Action Items to get Enrollment to 450 in August 2017:**

**1. This week we realign our buses to Hendersonville to include the Boy's & Girl's club drop off and pickup-**

**(Redo signage on bus to include contact info and larger print. The bus is a moving billboard!**



- 2. Market in this area via-retooled flyers and place in businesses and in the B & G club-explore a large billboard in the main drag coming into Hendersonville.**
- 3. The Hendersonville Newspapers- and also the Spanish Language newspaper- Advertisements-focus on K-12 growing sports program...**
- 4. I need to free up staff to do camp planning and lock in the dates. By the third week of February have enough to begin advertising. We want to run buses-go 8:00-3:00...**
- 5.Keep pushing to get into El Centro with Evelyn Alcaron.**
- 6. Target students that did not make the Early College cuts**
- 7.I am continuing my outreach to the various clubs and organizations**
- 8. Meet with Trinity eighth graders-pending. This is a first time for LLCA.**
- 9. Find a way to tap TJ's lottery list-students not being selected**
- 10. Need to dedicate some time with the local churches in the next 4-6 weeks-this is where a lot of the home schoolers connect...**

**WDK v 1.0**

NORTH CAROLINA

RUTHERFORD COUNTY

TOWN OF LAKE LURE/LAKE LURE CLASSICAL ACADEMY IMPROVEMENTS  
AGREEMENT

WHEREAS, the Lake Lure Classical Academy (LLCA) secured approval in 2014 from the Town of Lake Lure per Section 92.039 of the Zoning Regulations to construct its permanent campus located off of Island Creek Road (Tax PIN 1649621) and a Master Plan and construction documents were submitted, reviewed, and approved by the Lake Lure Town Council as set forth in Resolution No. 14-07-15A; and,

WHEREAS, conditions and development criteria were established during the original review and approval process and attached to the approval of the original plans as documented in Resolution No. 14-07-15A; and,

WHEREAS, LLCA would like to replace the original plans with a new Master Site Plan and is petitioning the Town Council to remove and/or revise several of the conditions set forth in Resolution No. 14-07-15A; and,

WHEREAS, LLCA is currently operating under a Temporary Certificate of Occupancy (TCO) because some of the conditions had not been met when it came time for the school to open in 2015, and a second TCO was issued per Town Council in 2016 to allow the Academy to remain open and afford ample time to create new plans, make additional requests, and possibly secure approvals; and,

WHEREAS, LLCA wants to secure a Final Certificate of Occupancy (CO) from the Town of Lake Lure for existing improvements (public access road, 48,691 SF classroom building, parking areas, driveways for internal circulation, exterior lighting system, outdoor basketball courts, and ballfield grading work) so that it can secure financing and continue to expand its facilities in 2017 and beyond in an efficient and effective manner; and,

WHEREAS, LLCA would like to have the ability to secure administrative approvals from town staff for projects indicated on the new Master Site Plan such that Certificates of Zoning Compliance may then be granted by Town Staff when it comes time for the Academy to construct specific projects, rather than have plans return to Town Council requiring a lengthier approval process for each individual project; and,

WHEREAS, most of what appears on the original and proposed new Master Site Plans submitted has been completed/installed including the water distribution system, sewer collection system, fiber optic cable, underground powerlines, external lighting system, public access road, driveways for internal circulation, parking areas, outdoor basketball courts, ballfield grading work and the 48,691 SF classroom building; however, there are facilities depicted on the new Master Site Plan that have not been constructed including but not limited to the gym/auditorium, ballfields and associated support facilities, which LLCA would like to construct in the near future; and,

WHEREAS, items indicated on the original Master Plan and set forth in Resolution No. 14-07-15A which the Academy does not wish to pursue at this time include the Mediterranean-style portico in front of the 48,691 SF classroom building and, in the short-term, the firing range remediation project, requiring successful Brownfields grant applications; and,

WHEREAS, LLCA desires Town approval of its requests by January 31, 2017, in order to meet its planning and construction needs and Town Staff, the DRC and the Planning Board have worked diligently to expedite the review process in order to accommodate LLCA's requests; and,

WHEREAS, the parties hereto are reducing to writing herein, their mutual understandings and agreements as to certain matters arising from the conditions contained in Resolution No. 14-07-15A, as amended by Resolution 17-01-31 (if adopted) which are yet to be completed;

NOW, THEREFORE, based on the mutual promises and covenants contained herein, and other mutual, valuable consideration, the adequacy of which is hereby acknowledged by both parties, it understood and agreed as follows:

1. Relocation of Town Wells/Placement of LLCA Fuel Storage Tank. LLCA shall work with the Town to relocate town water supply wells to a place satisfactory to both. The Town anticipates the wells being relocated in close proximity to the Town's water tank. Future placement of LLCA's planned fuel storage tank shall be a minimum of 500' in any direction from the Town's water tank and wells. Attachment A hereto depicts a 500' buffer, the location of the water tank and approximate location of the well-relocation positions. LLCA agrees to respect the 500' buffer around the water tank and wells by locating fuel storage tanks and other items/materials/liquids of a similar nature outside said buffer.

2. Water System Extension: All issues regarding easement locations depicting length and width, responsibility for maintenance, ownership of infrastructure, the right to expand, dedication requirements, and access for future development relative to adjoining properties shall be resolved by August 1, 2017.
3. Sewer Collection System Extension: All issues regarding easement locations depicting length and width, responsibility for maintenance, ownership of infrastructure, the right to expand, dedication requirements, and access for future development relative to adjoining properties shall be resolved by August 1, 2017.
4. Ingress/egress for Town-Owned Property: The Town owns additional property adjacent to the LLCA campus and requires a dedicated easement to secure future reasonable ingress/egress to and from the same. LLCA and Town agree to pursue finalizing the specific location of dedicated, perpetual easements to developable sites indicated on the NC 9 General Development Plan adopted via Resolution No. 12-02-15 by August 1, 2017.
5. Driveway Maintenance Agreement: LLCA shall enter into a maintenance agreement with the Town of Lake Lure for maintenance of the public access road. Said agreement shall specify that LLCA is responsible for maintenance of the public access road from Island Creek Road to school property. Other parties may be added to this agreement and costs shared equitably among all parties as other properties are developed.
6. Firing Range: LLCA and the Town agree to collaborate and diligently pursue and facilitate the cleanup and remediation of the Town Firing Range. The Town will analyze and study, in collaboration with LLCA, the highest and best reasonable use of the Firing Range property and the costs associated with various levels of remediation for the various uses under consideration, and the Parties will work diligently and in good faith toward establishing a plan by August 31, 2017. Generally, this shall include the following:
  - LLCA agrees to take title to firing range property if requested by the Town.
  - If title to the property is conveyed to LLCA, then LLCA agrees to apply for Brownfield grants and other funding opportunities relative to remediation of the firing range.
  - In the event title is transferred to LLCA, the Town agrees to indemnify LLCA against the costs of remediation greater than what grants will cover, and further agrees to cover grant application and

administration costs and will provide assistance to LLCA in developing grant applications.

- LLCA's obligations with regard to the Firing Range property, as outlined generally herein, shall end if, after ten years from the date of this agreement, title to the property has not been conveyed to LLCA.
7. Sedimentation/Site Stability. LLCA agrees to retain all sediment on-site and comply with standards promulgated by NC Department of Environmental Quality.
  8. Signs and Measures to Keep Hikers Off School Property. The parties recognize that keeping users of the Town's trail, adjacent to the LLCA property, from straying or intentionally coming onto LLCA property has been an issue. LLCA. Signage to alert users of the trail where the LLCA property line is located has been ordered and will be installed by August 1, 2017. LLCA also agrees to install the split-rail fence from LLCA's former location along portions of the property line on or before August 1, 2017.
  9. Portico. LLCA will consider in future master site planning ways and means to improve existing and new structures such as the front entry area and proposed gym/auditorium to align with the town's Design Guidelines for New Commercial Construction.
  10. LLCA agrees to provide monthly updates on its progress towards meeting the requirements contained herein. The parties agree to make diligent efforts to complete the substantive items set forth herein by August 1, 2017. Failure to complete all items within said period shall not relieve the parties for completion of same as quickly as is practicable.
  11. As it is anticipated that Town Staff will be reviewing future phases/projects for approval (rather than the lengthier process of taking each project for Town Council review) the Town will consider the progress or lack thereof in meeting the requirements contained herein as relevant to the decision whether to require Town Council review as set forth in SECTION THREE of Resolution 17-01-31. This agreement shall be subject to, and governed by the laws of the State of North Carolina.

This the \_\_\_\_ day of January, 2017.

Town of Lake Lure:

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Ron Nalley, Town Manager

Attest: \_\_\_\_\_  
Town Clerk

Lake Lure Classical Academy:

By: \_\_\_\_\_

LLCA USDA Loan Application		Jan 24, 2017 Draft	
Tentative Action Plan			
Nov 2016 - Jan 2017			
Tasks / Items	USDA Doc Ref #	Status	Sent to USDA
Financial Feasibility Study	RD 1942-A Guide 5	In progress	
CPA Certification of Financials		CPA waiting	
Architectural Feasibility Report	PAR - Architectural Guide 6	In progress	Delivered in person
Phase I update	n/a	Complete	1/20/17
Application for Federal Assistance	SF 424 - One Page	Complete	12/21/16
Certification for Contracts, Grants and Loans	1940 Q Exh A1	Complete	12/21/16
Survey for Ensuring Equal Opportunity for Applicants	AD 1180 Survey EEO	Complete	12/21/16
USDA Transaction Certification	AD 1047-F-01-92	Complete	12/21/16
Resident Inspector Waiver	NC Guide 21 Fillable Resident Inspector Waiver	Not started	Delivered in person
Representations - Felonies / Tax Delinquencies	AD 3030	Complete	1/20/17
Attorney Certification	NC Guide 1a atty cert org doc	In progress	
Attorney Lien Certification	NC Guide 14	In progress	Delivered in person
Affidavit of Publication	Affidavit of publication	Complete	1/20/17
Notice of Public Meeting	Public Meeting Guide	Complete	Delivered in person 1/20/17
Letters of Support	n/a	Sent to letter writers	
Other requirements for completed application			
Board list with terms	n/a	Complete	12/21/16
Articles of Incorporations	n/a	Complete	12/21/16
By-laws	n/a	Complete	12/21/16
Certificate of Incorporation / Amendments	n/a	Complete	12/21/16
Certificate of Existence	n/a	Complete	1/22/17
Tax Exempt Status Letter	n/a	Complete	12/21/16
Letters from at least 2 lenders	n/a	Under review	1/13/17
Registration with Sam.gov website	n/a	Already on Sam.gov	
Current budget, balance sheet, audit	n/a	Complete	1/24/17 12/21/2016
Last 5 years audits	n/a	Complete	& 1/19/17