

BREVARD ACADEMY – A CHALLENGE FOUNDATION ACADEMY

Board of Directors Special Meeting

June 17, 2016, 9:00 a.m.

Integra Bank Meeting Room

Chair: Nick Iosue

Vice Chair: Adrienne Casteen

Treasurer: Zia McConnell

Secretary: Ashleigh Dalton (not present)

Members present: Laura Thomas

Administration present: Warren Alston, Interim Director

The Special Meeting of the Brevard Academy Board of Directors was called to order by the Chair at 9:02 a.m. A quorum was present. Board members not present: Ashleigh Dalton, Jim Bishop, Amy Knight

Approval of Agenda:

Motion: A motion was made by Zia to approve the agenda, with the addition of the topic “New Business.” Adrienne seconded. Unanimous vote -- **Motion carried.**

New business – Public relations

In looking at getting our own financing for the new school building, Nick looked at several banks. All said that a capital campaign with 80% participation from parents was required. To pull something off like this successfully, we need to have a marketing person to take on our public relations status in the community and to be able to meet the demands of the loan institution. If Integra is willing to take on the financing, of course there will need to be a Conflict of Interest notice signed by Nick.

A couple of people after the May parent Meet and Greet meeting showed interest in working with us on this very thing – both have experience in marketing and public relations - One with extensive experience in social media.

The question was asked, is this a part-time or a full time position? Is it a 3-month stint or year-long? Laura raised the issue that 72% of our budget is personnel...we are over what is recommended by Team CFA financial people already without this new position. Nick pointed out that none of us as Board members have the time to dedicate to this area, and it is going to be necessary to help us with our image in the community as well as raise the money we need via a capital campaign to procure our own financing from a bank (rather than continue leasing from CF Properties).

Motion: A motion was made by Laura to create a contract marketing position (not salaried, but contract – paid with a 1099) for BA-CFA that would be 15 hours/week, (~2 days) at a rate of \$25/hour (not to exceed \$1500/month) through 11/30/16. The Board will then review the need to continue the position. If interested in the position, applicants should submit a public relations plan for our review. Adrienne seconded. Unanimous vote – **Motion carried.**

Gym floor:

The slab on which the new gym floor will be will not pass the moisture test. We need to purchase a membrane that will be placed over the slab to ensure that moisture does not seep up to the floor covering.

Laura asked the question, who will get the estimates for this? CF Properties – they estimate \$10-15K for a decent membrane.

Basically, we don't have a choice – the floor cannot be laid on a slab that doesn't pass the moisture test.

Motion: Adrienne made a motion that we purchase a membrane to go on the gym concrete slab that will be under the floor covering we choose. Zia seconded. Vote unanimous – **Motion carried.**

General:

We have a large ad hoc Hiring Committee for the position of Director. This committee has ~15 people total – parents, staff, and Board members. They are asking for our previous process – Megan Monk had asked Zia for a copy of the process and questions asked during the previous interview process. Zia has emailed this to her. The hiring committee will not be involved in salary discussions, but will interview, follow up on references, etc.

We have 344 students enrolled, but we know that we have some incomplete files for about 30 of those students. Sharon and Juli are working on this. There is a waitlist for 4th grade. Warren said he would really like to see 360 students.

Nick mentioned that we should tell the PR/Marketing contract person about the Allegra flyers that we had been told could go in the newspapers of target areas such as Mills River, Hendersonville, Fletcher, etc. We had been told earlier when looking into marketing strategies that these were relatively inexpensive.

Zia will send the 5-year Rolling Plan to Warren and Nick. Nick is presenting at the Team CFA Conference during the Strategic Plan session.

Adjourn:

Motion: Adrienne made a motion to adjourn. Zia seconded.

Unanimous vote -- **Motion carried.**

Meeting concluded at 10:10 a.m.