

BREVARD ACADEMY: CFA BOARD OF DIRECTORS RETREAT

Wednesday, July 14, 2017, 9:00 – 5:00ish

Notes from topics at Retreat:

Budget:

- We currently have a lease with CF Properties but the interest is high. Our monthly payment is going to be ~\$40K per month. Our goal is to be self-sufficient by obtaining a loan with a bank within 2 years of opening the school. With outside funding, we might be able to get our payment down to \$37K per month.
- With our current budget and projecting out to 2018-2019, the state will pay us for 420 students. The law has changed such that we can now grow 25% a year. With current expenses/budget that leaves us with \$15-\$20K surplus.
- Nick is part-way through the PNC and Entegra loan exploration process. He needs the current budget and the 2018-2019 to present to the banks. He hopes to hear back by September or October. To make payments comfortably, 425 is a good number of students to reach for. We must have a Capital Campaign to maintain our assets.
- We currently have 366 9 short of what we budgeted for – there are 20 students on the Kindergarten wait-list. We did have 15 new families attend the Open House.
- We need to look to reduce expenses everywhere we can. We will shop our insurance with a Brevard group to see if we can gain some savings there.
- Generally, the attrition rate is 10% a year. It will be critical to try and grow the Middle School and keep students through Middle School.
- We should talk to other NC Team CFA schools, and seek out their best practices for reducing costs and being efficient.

Facilities:

- We may need to think about outsourcing our landscaping and lawn maintenance so that our maintenance staff can focus on stay on top of keeping the floors, regular building maintenance, and repairs. Adrienne is in the process of logging all equipment and noting the “lifetime” of each piece of equipment so that we will be able to budget for new purchases and repairs. We will need to add in regular painting of the building inside and out. Sometimes schools hire an engineer to do a reserve study for maintenance...
- A focus needs to be developing the exterior space/the property for more outdoor use – this is very important to parents. One family is willing to help with outdoor shades. We need to develop a volunteer team to help with the installation of these shades.
- Also we have a partnership to develop our pump track with a local vendor (Squatch) and parent volunteer help and Mountain Roots put in a stump classroom next to the shed. These are the kinds of partnerships we need to develop for other projects.
- When launching our Capital Campaign to parents and the community, we need to say that as a charter school we do not receive capital funding from the state. There may be folks that don't know that we do not receive funding for this.
- We would like to add a 16 x 30 Outdoor Ed building/pavilion on a flat portion of land just above the soccer field. This would allow access to the building for bathrooms, etc. We need to designate the property. It would be nice to have in the plan a building with outdoor bathrooms located in the rear of our property. It would also be good to add outdoor metal picnic tables that could be used for outdoor instruction and lunch times.

Fundraising:

- We need to add grant-writing to our plan for fundraising.
- We need to target larger corporate folks in our campaign as well as local businesses.
- Approximately 50% of our families are giving on a regular basis.
- PTO fundraising should be for classrooms and field trips.

Ideas for fundraising:

- Have students get sponsors for a fun run; people would give \$\$ for each lap run. Make it easy for folks to donate by having a link on the website.
- One person has said they would be interested in working on a mud run/obstacle course. The problem is where? Maybe the pump-track? This could be a community event and bring in public and well as our school families.
- Sell banners for inside the gym to corporate sponsors
- Mardi Gras Gala – this is a community event – but we need a way that families can be involved so that everyone feels they can participate. Maybe offer a childcare option at the school so that parents who want to use it as a night out don't have to also pay a sitter.
- Annual give: start this on the 20th day of school give the letters out
- Get someone who has given money to the school in a significant amount to have a cocktail party and have Ted give a talk.
- Fundraising committee needs to start and maintain a database to target donors. They should be on a separate list from general names.
- Once a certain level of giving has been taken place, we should host a thank you dinner for those people.
- Ted is working to have an overall calendar of events so that campaigns are not overlapping.
 - Mardis Gras – is Feb 13th this year
 - December – target corporations for end of year tax credits
 - PTO – October cookie dough
 - Fun-Run – late spring March 29th? Maybe hire this out to a fundraising company
- Think about starting an endowment with the students so that they begin to have “buy-in” to the school and for the older students, they get some view into money-management.
- Nick and Coty will be on the fundraising committee – Ashleigh will get Nick the names/emails of those who served last year

Board development:

- Zia and possibly Ashleigh to go off the Board by the end of this school year
- We need to seek help in forming strong committees – reach out to Tom Miller on ways to do this.

Policies:

Ted, Adrienne, Zia are focusing on getting all of our policies numbered, in the same format, and on the website. Here are the ones that will be the initial focus: Prescription medications, handling of cash in the office (as per the audit), personnel policies. And the leadership team is working on student discipline.

Retreat ended at 4:48 p.m.