



A Public School Academy

820 Academy Road
Holly, MI 48442
248-634-5554

Minutes of the Regular Meeting of the Board of Directors

Date of Meeting: Wednesday, November 14, 2018

Time of Meeting: 5:30pm

Location: 820 Academy Road, Holly, Michigan

Meeting Type: Annual Special Proposed Approved

I. **Call to Order**

The meeting was called to order by Joan Ehrhardt at 5:32p.m.

II. **Roll Call**

Members Present:

Mrs. Joan Ehrhardt, President
Mrs. Diane Wujciak, Vice-President
Mr. Jeff Reece, Secretary, FOIA
Mr. Todd Rockafellow, Trustee

Members Absent:

Mrs. Doreen DeBenedictus, Treasurer

Staff Present:

Ms. Julie Kildee, Director
Mrs. Jennifer Potteiger, Curriculum Director
Mr. Ken Kander, Director of Finance
Mrs. Linda Bain, Office Manager

III. **Approval of Agenda**

Jeff Reece moved to approve agenda as written. Seconded by Diane Wujciak. Motion passed unanimously.

IV. **Nomination of Board Secretary**

Diane Wujciak moved to nominate Jeff Reece as Board Secretary/FOIA. Seconded by Joan Ehrhardt. Motion passed unanimously.

VI. **Public Comment on Agenda Items**

None

VII. Introduction of Teachers

Julie introduced DeEtta Crane (8th grade Science) teacher and Daniel Zimmicky (Music/Choir) to the Board.

VIII. Strategic Planning

a. Lisa Diaz proposal – The following was discussed:

- Lisa Diaz from Insignia Partners used to work at MAPSA and started her own firm.
- Julie stated that Lisa is good at getting to the heart of school culture, niche, etc.
- Julie sent the Strategic Plan to Lisa and she would like to flesh out enrollment, culture piece and talk to stake holders, teachers, and people that left the academy.
- Diane stated that she feels confident and hopeful that Lisa Diaz can help with why we are losing students.
- Lisa Crawford sent out 41 parent exit surveys and only received 13 back (mostly middle school students).
- Insignia does person to person, they do not like electronic surveys.
- Insignia will be having several parent focus groups and a wide range of stakeholder groups.
- Joan stated that Insignia has a clear layout of their process and a timeline.
- Joan asked if the strategy team would be the same as Strategic Plan committee. Julie and Diane stated that it would be a smaller group.
- There were some concerns regarding the bid allowance. The bid is still under the threshold at \$20,500 (this allows for 2,000-3,000 travel allowance).
- Todd asked if this is a Board or school approval. Diane stated it is a Board approval.
- Insignia needs an approval by end of November in order to begin in February, 2019.
- Jeff wanted to know how the Board would be getting results. Would it be at a Board meeting open to the public? Kandy stated that it could be a strategy workshop, as long as no action is needed. If action is needed it would require it being discussed at a Board meeting.
- The Board would like the report interactive. The strategic plan committee and marketing committee could present it at a Board meeting, it does not have to be from Insignia.
- Jeff would like to know how they have done it with other Boards. He is still not getting a warm and fuzzy feeling. Jeff stated we need to do something like this. Maybe get more testimonials in regards to their success stories using Insignia. Can we afford what they say we need to do?
- Jeff asked Ken about the academy finances. Ken stated that Linda reports military, homeless, and displaced students for state reporting purposes. Last year we had a displaced student due to the hurricane in Texas. The Federal Grant for Emergency Impact Aid for Displaced Students gave 2.4 billion dollars to go to schools for displaced students. Holly Academy was approved for \$74,375 for this one displaced student. Some of this money can be used toward this marketing proposal.
- Todd thanked Julie and Diane for getting this proposal moving and brought to the Board.
- Diane and Julie will ask Lisa Diaz the following: involvement of Board, interim report, final presentation, and billing schedule.
- Kandy stated that other CMU Charter Schools have used Lisa Diaz for their marketing. Julie asked Kandy to please find out what other CMU schools have used Lisa Diaz.

Diane Wujciak moved to accept Insignia Partners proposal of \$17,500, plus additional travel allowances not to exceed \$2,000-3,000. Seconded by Jeff Reece. Roll call: Joan Ehrhardt-yes, Todd Rockafellow-yes, Diane Wujciak-yes, Jeff Reece-yes, Doreen DeBenedictus-absent. **Motion passed unanimously.**

b. Demographic information – Julie discussed the three pieces of information that Mel Corrigan put together. People are using the school of choice options, but are leaving charters to go to other public schools of choice. We need to figure out why they are leaving charters to go to other public schools, not in their area and we need to be marketing to these people. Julie also stated that we need to hand over this information to Lisa Diaz to look over.

c. Finance update – Ken discussed update previously in the proposal area and is planning on having the assumption piece done by December 11th.

IX. Motion to Approve all Consent Agenda Items

- a. Approval of October Bills
- b. October Monthly Financials
- c. Board Member Resignation – Kay Hollar

Diane Wujciak moved to approve all Consent Agenda as written. Seconded by Todd Rockafellow.
Motion passed unanimously.

X. Approval of Previous Minutes

- a. Regular Board Meeting, October 24, 2018. Jeff Reece moved to approve minutes as written. Seconded by Joan Ehrhardt. **Motion passed unanimously.**

XI. Correspondence

- Ken and Julie received a letter from the Office of Civil Rights regarding a pending charge.
- Julie received an email from The Center for Charter Schools regarding a Board Development Series.
- Received an email from MAPSA regarding a Civil Rights hearing meeting.

XII. Board Committees

- a. Building Committee – No update
- b. Finance Committee – Committee is working on budget and sweet spot.
- c. Governance Committee – No update
- d. Marketing Committee – Julie will be setting up a meeting with the committee. The committee consists of the following: Julie, Jen P, Kendra Gilmer, Diane Wujciak, Sara Barton, Amber Rowen, Mel Corrigan.

XIII. Administrative/Education Report

- a. Director Report –
 - On Monday, October 29th we had our first Security Task Force meeting for this school year. Only two parents attended. It appears that interest in the committee is waning. We will continue to have meetings.
 - Friday, the November 2nd was the last day of the marking period. Per our normal routine, all report cards were proofed and signed. They were sent home today.
 - On the November 7th we had a Coffee & Conversation session to share M-Step results. The remainder of the time was a “town hall” forum where parents could ask any questions.
 - The first middle school dance of the year was last Friday. We had the highest turnout we’ve had in years!
 - Saturday night was the HAEF 20th Anniversary Gala. It was a great night. Dan Quisenberry (President of MAPSA) was the keynote along with Kenneth Wee (a former student in the first class that graduated HA after attending since kindergarten). The HAEF team raised just over \$12,000 for the foundation!
 - Julie ran a student focus group meeting yesterday and parent focus group meeting today.
 - Our first lockdown drill was today. The teachers made the decision to lockdown or evacuate based on the location of the perpetrator (gray hallway outside auditorium). The staff and students did a phenomenal job! We sent out a Skyward message to families that the drill was conducted today.
 - Julie is running an advertisement in the Fenton, Brighton, Hartland, and Ann Arbor brochures for ReMax Realty. The cost is \$750 for one year. The brochures will be available in the offices in January. I have to start working with the art department as soon as possible.
 - Julie has secured a marketing committee: Julie, Jen P, Kendra Gilmer, Diane Wujciak, Sara Barton, Amber Rowen, and perhaps Mel Corrigan (depending on meeting times).

- Parent/teacher conferences are next Monday and Tuesday.
 - HAPPY THANKSGIVING!
- b. Curriculum Director Report – Tina Craven and Jen Potteiger will be checking on a new math curriculum.
- c. Special Education Director – No update
- d. Finance Director Report –
- Ken discussed that everything is going well for the school financially for the current school year. He gave details regarding the receipt of the Federal Grant for Emergency Impact Aid for Displaced Students. Ken also gave details regarding working with Julie and with the finance committee on a “sweet-spot budget” including assumptions and data. Ken thanked Julie for her kind words regarding the recent death of his sister, and he wished everyone a wonderful family Thanksgiving.

XIV. Old Business

- a. CMU Performance Reports –Jeff Reece discussed the math results. Jennifer Potteiger stated that it takes about two years to get results. Jen gave explanations to the Board regarding the math data.
- b. Director Evaluation – Joan sent the Tech and Security initiatives to the Board prior to the Board meeting. Joan asked for any questions regarding the process. The Board will continue at the next Board meeting to finalize the process.

XV. New Business

- a. First reading of Board policy 6325 – Ken discussed policy 6325 with the Board.

XVI. Extended Public Comment

Elizabeth Von Allmen Elizabeth stated that she did not receive the skyward email regarding the lockdown. Linda will send it again.

XVII. Board Development

Board Development Series on December 6th in Novi regarding “Understanding your Charter contract”.

XVIII. Meeting Adjournment

Diane Wujciak moved to adjourn at 7:22 pm. Seconded by Todd Rockafellow. **Motion passed unanimously.**

I respectfully submit these Board minutes as an accurate account of the business conducted by the Holly Academy Board of Directors during the November 14, 2018, Regular Board Meeting.

Submitted by:


Linda Bain
Recording Secretary

Date:

11-16-18

I respectfully submit these Board minutes as an accurate account of the business conducted by the Holly Academy Board of Directors during the November 14, 2018, Regular Board Meeting.

Submitted by:


Jeff Reece
Secretary

Date:

12/19/18