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| **September 2020 Board Meeting**  **Date: October 6, 2020.**  **Time: 6:30 PM - 8:15 PM.**  **Location: Virtual conference via https://connectcuny.webex.com/meet/Dr.G.Vasquez.** |



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| **Board Members in Attendance:** | **Absent Board Members:** | **Other Attendees:** |
| *Geraldo Vasquez*  *Rosann Santos*  *Tameka Beckford-Young*  *Matthew Kirby-Smith*  *Harini Mittal,* |  | * Collin Thompson * CShaevz * Katlin Mckenough * T. Waller * Andrew Hunts MOM (Diana) * James Hunt * Francesa Lujan * *Derian,* |

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| Lead | Scheduled Time/Actual | Agenda Item |
| Gerry | 6:30/ 6:44 | Call to Order |
| Gerry | 6:30-6:40/ | Approval of Prior Meeting Minutes  • July 2020 Board Meeting **To be addressed at a future board meeting** |
| Harini/Derian (Ed-Tech) | 7:30-8:00/ 6:50 | Finance and Facilities Committee Report  • August 2020 Financial Results     * Actual expenses YTD are $99k below budget expenses * Admin overage due to an increase in insurance cost     • Facilities Update **To be addressed at a future board meeting**     * Derain explains the PPP(loan) forgiveness process   + 5 months after application we should expect loan forgiveness   Received first two per pupil payments as expected  • NYSED Confirmed FY20 Senate Appropriations  • Received $77k in CARES Act allocation |
| Gerry | 8:05-8:10/7:07 | Governance Committee Report  • Board Candidates Status  o 1 candidate in final phase of review |
|  | 8:10- 8:15/7:07 | Next Steps  • Virtual Board Retreat Day and Time Discussion  -poll for time and dates for virtual retreat   * Process of selecting new board member   • Approve Past Meeting Minutes with Tameka  • Develop Fundraising Approach and Branding Program  • Succession Planning – Selection of New Board Chair   * Gerry opened floor for questions and comments   + Parent introductions were made   + A parent question of a 5th grader (Q: why were electives are removed?)     - Staff says it is harder to teach certain things online without accesses to the facilities and certain materials   + A parent said that online schooling has made assignment accountability hard as it has fallen more on the parents   **7:15 we have corium** |
| Francesca/Erienne | 6:40-7:00/ 7:20 | Review and Vote  • Cleaning Services  **To be addressed at a future board meeting**   * An updated cleaning proposal is forthcoming   + Updates will include cleaning for prices for current online style classes   + Contract will adjust according to services and price will adjust as well   + Vendor will be flexible for coming in and out of the building   + Facility will be cleaned on a regular basis twice a month   • Painting Services (Tabled) |
| Francesca/Erienne | 7:30-8:00/  7:35 | Management Report   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Grade** | **Overall Enrollment Goal** | **Current Students Returning from 19-20** | **Current Students Retained from 19-20** | **Filled Seats on SchoolMint (Enrollment Platform)** | **Total Seats Filled for 20-21 (new offers + returning + retained students)** | | **5th** | **50** | **N/A** | **5** | **43** | **48** | | **6th** | **100** | **42** | **1** | **40** | **82** | | **7th** | **130** | **108** | **N/A** | **45** | **113** |  * Enrollment is at 252 currently due to covid-19 circumstances * Would like to be at 265 * 5th grade is the most difficult to recruit for * Engaged a recruitment companies (schola) 2 students so far from this * Curriculum goals   + Vetting virtual programs (MyON) allows reading assessments   + Exact path virtual learning apps is an assessment program individualized learning plans for reading writing math   • August 2020 Update   * Presently, the Leadership and Operations Teams have been working on our **Professional Development** with new and returning teachers. * The entire team was presented with the Reopening Plan for review and discussion on August 20th. * The ‘20 - ‘21 school year will begin on a 100 % virtual schedule on 9/8/2020 * Parents:   We communicated our Reopening Planswith returning families on August 7th, 2020 from 6:00-7:00  We communicated our Reopening Plans with new families on August 17th, 2020 from 6:00-7:00   * Beginning of Year School Supplies Package, 2 free uniform shirts, Chromebook and hotspot will all be provided and distributed to ALL of our families on the following dates:   + 7th Grade, 8/26: 6:30am-6:30pm   + 6th Grade, 8/27: 6:30am-6:30pm   + 5th Grade, 8/28: 6:30am-6:30pm * Science Lab was installed Wednesday: August 5th   Virtual Teacher Professional Development for Lab Learner Curriculum: August 6th + 7th was completed  • Reopening Plan Update   * + waiting to hear from the governor’s office and the Board of Education on this   **Recruitment Strategies:**   * Active Facebook & Instagram Ad Campaign   + Online Impressions (amount of times that the advertisement has been displayed): 132,476   + Reach (total number of people that have viewed this Ad): 68,471   + Local community mailer targeting 6 zip codes (10454, 10455, 10459, 10472, 10473, and 10474)   + Total Student Reach: 5,364 * Schola Marketing Campaign (5k for year-round support with recruitment)   + Money-back guarantee if we do not generate leads   + Campaign up and running in ~24 hours   + No more guesswork about ROI and marketing spend   + 1 enrolled student pays for the system |
|  | 7:50 | Executive Session begins:   * Discussed management level personnel matters * Gerry and Rosann will be responsible for getting the paperwork together for informing personnel about matters |
| Gerry | 9:00/ | Adjournment |