



Board Meeting Minutes

Meeting being held virtually due to health pandemic in accordance with MN §13D.021, subd. 1 per declaration by Board Chair

Laura Jeffrey Academy Board Meeting
Tuesday, December 21, 6:15 – 8:15 PM

Members

Sarah Carter
Sonia Feder-Lewis
Kate Agnew
Sean Quinn
Ann Henderson
Paul Regan
Lisa Alter Capell
Julie Stewart
Anna Robinson, Leadership Rep., *ex officio*

Guests

Annie Lien, Leadership Team
Robert Procaccini, Dieci School Finance
Amanda Dahlke, Dieci School Finance

Absent:

Amanda Moon

Agenda

1. Welcome - Meeting called to order at: 6:18 pm
2. Public Comment - None
3. Approval of Agenda
 - a. Motion to approve: Sean
 - b. Second: Lisa
 - c. Discussion: Add item on testing prior to return in January to Leadership Team topic.
 - d. 8 Yes Votes - Approved
4. Approval of November 2021 Meeting Minutes
 - a. Motion to approve: Lisa
 - b. Second: Sonia
 - c. Discussion: One grammatical fix.
 - d. 7 Yes Votes, 1 Abstain - Approved
5. Approval of December 2021 Emergency Meeting Minutes

- a. Motion to approve: Lisa
 - b. Second: Paul
 - c. Discussion: Hope to limit needing to make more schedule changes.
 - d. 8 Yes Votes - Approved
6. Financials – Robert and Sean
- a. Summary of November Financials: Everything is pretty status quo. On target for having our balance increase by a few thousand dollars. Funding based on slightly higher enrollment than we have. Working on a bank switch. Working on a revised budget.
 - b. Motion to approve November Financials: Kate
 - c. Second: Sonia
 - d. Discussion:
 - i. When does the spending on advertising get added in as a line item? May not show for a month or two.
 - ii. When does the take-back take effect? Overpaid by \$14,000, may not occur. \$70,000 take-back may have already occurred in part, no longer an issue according to Robert. There was a prior under accrual of over \$90,000. He's not expecting any big reduction at this point.
 - iii. Need to follow up with Lyssa on bank transfer. Robert says both accounts will need to be open for a time.
 - e. 8 Yes Votes - Approved
7. Board Professional Development - Annual Financial Training - Robert Procaccini
- a. Required for new and existing board members.
 - b. Robert provided a 30 minute training.
8. Enrollment Update
- a. At 56 students. Adding 1 student January 3 to put enrollment at 57.
 - b. Had tours for a few students that may enroll.
 - c. 2 new applicants for next school year.
9. Committee Reports
- a. Leadership Team Review Committee - 2020-21 Performance Review
 - i. Completed review process and created report that was shared with the Leadership Team last week.
 - ii. In many areas, the Leadership Team did very well. Good support and communication during Covid. Team did very well in finances.
 - iii. Enrollment is the major issue. Asked to develop a plan to increase enrollment by 5%, and provide to Board in January. Retention is not the issue, once students start, they stay. Recruitment is the issue.
 - iv. Also asking for plan for improvement in Math learning for students. An issue statewide for all schools during remote learning.
 - v. Do quarterly review and communication.
 - vi. Will make some changes to rubric based on changes happening at the school.
 - vii. Discussion of whether Board accepts report from Committee. Determined to Board have Board vote.
 - 1. Motion to approve: Sean
 - 2. Second: Sonia
 - 3. 8 Yes votes, Board accepted report of Leadership Team
 - b. Development Committee - Billboard and digital marketing update
 - i. Billboard went up today on Hiawatha/Lake in Minneapolis. Will be up for at least 5 weeks, may stay up longer if no new customer.
 - ii. Two others going up on Snelling and Randolph in St. Paul in the next three months.
 - iii. Annie working with volunteer on digital marketing. Some social media up and running (Instagram, etc.). Use Google analytics.

- iv. Costs: Billboards around \$5000-6000. Digital marketing costs less.
 - v. Extended marketing RFP deadline to January 3. Will send a link to RFP to the Board.
 - vi. Billboards look great.
 - vii. Marketing ideas from LJA students: How do we want to describe ourselves as a school?
10. Plans for testing prior to return to school in January
- a. Sent email asking for students to test prior to return
 - i. Community sites list; and
 - ii. Pick up a rapid test at LJA during break.
11. Adjourn
- a. Motion to approve: Sonia
 - b. Second: Lisa
 - c. 8 Yes votes - Approved.

Respectfully submitted by Paul Regan.