



# 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, November 16, 6:15 – 8:15 PM**

## Members

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

## Guests

Jen Ryg, Leadership Team Member  
Eileen Lindstrom, Leadership Team Member  
Amanda Dahlke, Dieci School Finance  
Robert Procaccini, Diece School Finance  
Linda Alter, Parent

Absent: Sonia Feder-Lewis

## **Agenda**

1. Welcome - Meeting called to order at 6:17 pm
2. Public Comment
  - a. none
3. Approval of Agenda
  - a. Motion to approve: Sean
  - b. Second: Kate seconds
  - c. Discussion: none
  - d. 8 Yes votes, approved

4. Approval of October 2021 Meeting Minutes
  - a. Motion to approve: Lisa
  - b. Second: Kate
  - c. Discussion: none
  - d. 8 Yes votes, approved
  
5. Financials – Robert and Sean
  - a. 1/3 of the way through fiscal year; revenue and expenses at about 1/4 of budget
  - b. Enrollment at 56, budget based on 74
    - i. Budget amendment process will begin soon
  - c. Leadership has started process to changing bank to interest-bearing account
    - i. This will provide us with a new source revenue (not a large amount)
  - d. Still waiting on MDE takeback
  - e. Q: Is the YTD Actual vs. YTD Target Budget differences due to enrollment?
    - i. Target divides budget numbers evenly throughout the year, revenue and expenses do not come in perfectly evenly
    - ii. Enrollment does factor in also
  - f. Motion to approve October Financials: Amanda Moon
  - g. Second: Kate
  - h. Discussion: none
  - i. 8 Yes votes, approved
  
6. Enrollment Update
  - a. 5th - 4
  - b. 6th - 19
  - c. 7th - 11
  - d. 8th - 22
  - e. Pupil unit = 62.60
    - i. 7th & 8th graders are >1 pupil unit
  - f. Recent activity:
    - i. One new student joined the day after their info session
    - ii. "Info sessions" are now being called "Open Houses" to better align with other schools
    - iii. Shadow days are still happening
  
7. Committee Reports
  - a. Leadership Team Review Committee
    - i. Met in early November
    - ii. Preliminary discussion and request for additional information from leadership team
    - iii. Next phase:
      1. Report to be reviewed with Leadership Team
      2. Findings and report to be shared with Board in December
  
  - b. Development Committee
    - i. Has met four times
    - ii. Recommendations and request for board input:
      1. Long-term plan: Contracting with marketing firm
        - a. Committee has created RFP and list of possible firms for Leadership Team
        - b. Sub-committee of committee will work with Leadership team to assist in RFP process
          - i. Discussion of RFP:

- Long term plan to achieve enrollment of 150 students?
  - Adjusted to 120
- Q&A process?
  - Needs to be added
- Budget for project is not set in RFP, suggestion to add our total revenue so firms have an idea what to expect
- Would we be getting year-to-year contract? Or a contract for the full 3-5 years?
  - Initially a single-year contract, could become longer in future years
- Will this be sustainable in-house after a set amount of time and assistance from the firm?
  - That is the goal.
- Add specificity to the execution bullet of Scope of Work
- Do we need someone to make the creative assets?
  - Will be using existing content
  - Looking more for the company to evaluate the current process rather than asking them to make anything new
  - Staff (Julie) is doing social media right now

## 2. Short-term Plan: Immediate options for 22-23 school year

### a. Purchase up to 3 Billboards, possibly in market in December

- i. Locations TBD
- ii. Company would create the imagery
- iii. Costs range:
  - \$900-\$3000 for four weeks for full size
  - \$900 for junior size
- iv. Request for \$5000-\$7000 per month
- v. Process for approving:
  - Board can approve a lump sum rather than approving piecemeal
- vi. How will expenditure affect us financially?
  - Based on fund balance, we are well above where we need to be (getting close to 30%, 20% is required)
  - Current end-of-year fund balance projections are not accurate because of the enrollment.
  - Advertising spending will be from fund balance, which will mean a negative budget overall for the school year.
  - Even with expenditure, fund balance will be well above requirement
  - Enrollment increase is required for fund balance to matter
- vii. What is the measurement of success?
  - Be sure we're measuring the whole funnel
  - Enrollment is only one measure
  - Calls/requests for information are already recorded, can be compared

- Will also look into measuring visits to certain website pages, like enrollment

iii. Action items:

1. Approval to move forward for RFP Process:

- Motion to approve: Sean
- Second: Lisa
- Discussion:
  - Committee can determine how many full proposals to present to board
  - Committee will provide summary of all proposals received
  - Who-- committee or Leadership-- will be in charge of final selection and execution?
    - Committee includes members of Leadership team, so committee will be in charge of vetting proposals
    - Full Board will make final hiring decision
  - When will strategy implementation begin?
    - Not currently in RFP, will be added
- 8 yes votes, approved

2. Approval of \$10,000 for Development Committee to spend through the end of February 2022 for Advertisement.

- Motion to approve: Sean
- Second: Lisa
- Discussion:
  - Committee will provide report to Board at the end of February
- 8 yes votes, approved

8. Leadership update – Anna

- Give to the Max
  - Live now, Give to the Max day is Thursday November 18, 2021
  - List has been shared with board members to make calls
    - Sign up for who you are committing to contact
    - By-laws require only community board members to make a financial contribution each year
    - All information is on first tab
    - Questions can be directed to Anna
- 7-8 Cohort for J-term
  - Traditionally 7th and 8th grade classes are combined
  - They've been separate this year for Covid safety
  - Starting in J-term, they will be to combined together again to allow for more opportunities for scholars and classes

9. Board Professional Development Role of Board Committees

- Sounding Board - Charter School Board Committees
- LJA Policy Document - Section 206 and 207

10. Meeting adjournment

- Motion to adjourn: Sean
- Second: Amanda Moon
- Discussion: None
- 8 yes votes, meeting adjourned at 7:31 pm

Respectfully submitted: Amanda Moon