



Minutes - Special September 2022 Board Meeting

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, September 13, 6:00 – 6:15 PM

Members

Kate Agnew
Sean Quinn
Ann Henderson
Lisa Alter Capell
Julie Silvers
Anna Robinson, Leadership Rep., *ex officio*

Virtual Meeting Details:

Topic: September Board Meeting - LJA
Time: Sep 13, 2022 06:00 PM Central Time (US and Canada)

Agenda

1. Welcome
 - a. Meeting called to order at 6:01 p.m.
2. Approval of Agenda
 - a. Motion to approve: Lisa
 - b. Second: Sean
 - c. Discussion: None
 - d. 6 Yes Votes, Motion Approved
3. Review of CEL Contract
 - a. Ann provided an overview and the board discussed the contract proposal:
 - i. Working with CEL over the past year on marketing. Been very good to work with. First contract is complete.
 - ii. Want to continue working on digital marketing, content creation on the website, and get brand consistency.

- iii. CEL sent a new proposal. Around \$62,000 plus additional monthly digital advertising costs. Last year contract cost was reduced down to around 60k after reducing the term of contract down from 12 months to 9 months.
 - iv. Long term goal in supporting staff, continuing to train and handing things off from CEL to staff, but there are some areas where CEL's marketing expertise is needed.
 - v. Made a lot of progress in the last year, but started from square one, so there is still more work to be done.
 - vi. Have seen an increase in enrollment since using CEL for marketing.
 - b. Motion to approve contract as outlined: Sean
 - c. Second: Julie
 - d. 6 Yes Votes, Motion Approved
4. Adjournment
- a. Motion to approve: Ann
 - b. Second: Lisa
 - c. Discussion: None
 - d. 6 Yes Votes, Motion Approved

Adjourned at 6:14 p.m.

Respectfully submitted by Paul Regan