

## Minutes of Board Meeting September 17, 2019 6 p.m.

The meeting was held at the Lakeland Achievement Academy. Board members in attendance were Luke Markham, Mike Brossart, Elizabeth Kerns, Stephanie Colon, Steve Earley, Karli Hughes, John Weber, Janice Jones, Trish Buchanan, Chandra Frederick and Jill Haladay. Staff members present included Cindi Parker-Pearson, Stacy Williams-Meyers, Mary Holjes and John Burton. Also present was former Achievement Academy Board member and current Advisory Council member Mark Miller.

### Approval of Minutes

Luke Markham chaired the meeting and called it to order at 6:02 p.m. Mike Brossart moved to approve the minutes of the August 20, 2019, Board meeting. John Weber seconded the motion and it passed unanimously.

### PUBLIC COMMENT

None

### Development Report

Development Committee Chair Janice Jones provided a detailed report on the Development Plan for 2019-20. Janice described the plan as “aggressive” and emphasized the importance of having all members of the Achievement Academy team – Board, staff, families and friends – support the plan and participate in some way to help raise the necessary funds. Much work has already been accomplished: new prospects are being targeted, 100% of donors are thanked (usually multiple times), 58 people have been moved “up the giving ladder,” an additional 58 former donors have been re-engaged and an added emphasis is being placed on a greater return on investment (ROI) measured in large part by how much it costs to raise one dollar (CRD). Mike Brossart asked to have anticipated Development revenue, whenever possible, included in future reports in order to provide a more accurate barometer. After further discussion, Mike Brossart moved to approve the Development Plan for 2019-20. Karli Hughes seconded the motion and it passed unanimously. Stacy Williams-Myers then provided details of a new fundraising program called “Partners in Hope.” Stacy and her Team have already approached staff members, current parents/families and parents of former Achievement Academy students (“alumni”) with impressive results. Mayor Bill Mutz has agreed to lead the effort to extend this program into our community. Stacy concluded the Development Report by offering an update on our “Top Chef” event, which will be held on Monday, Feb. 24 (2020) at the R.P. Funding Center in Lakeland. To date, we have nine Chefs confirmed for the event and are looking for three more. Sponsorship packages were handed out with the request that each Board member either become a sponsor or help find a sponsor. Stacy will be meeting with each Board member in the near future.

### Parent’s Report

Resource Parent Mary Holjes reported that “Breakfast Meetings” for parents have been held at all three campus locations (Lakeland, Bartow and Winter Haven) and that each breakfast has been very well attended with lots of great questions. The Parents Group will again benefit from a “Spirit Day/Night” fundraiser at Fish

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City Grill on Tuesday, Oct. 1. The Parents Group will receive 15 percent of all food and beverages ordered in-store or take out that day – all day. Please plan to attend – bring your appetite! The Fall Festival will take place on Friday, Oct. 25, from 5:30 to 7 p.m. on the Lakeland campus. An additional 15 volunteers are needed.

We are also looking for 160 pumpkins for distribution to each one of our children who attend. If you know of a possible source for all or a portion of our pumpkin needs, please let Mary know. Mary concluded her report by providing an update on the election of a new Parent Representative to the Board. Two parents have volunteered to serve and the election should be completed in time for the new Parent Rep to attend the October Board meeting.

### **Financial Report**

Finance and Budget Committee Chair Mike Brossart provided the Financial Report. Mike thanked Deborah Sulsona for her efforts to update the Budget report, including the addition of new comparative columns as requested by the Board as well as a more specific timeframe for anticipated revenue and expenses. Mike reminded Board members that it takes time for our revenue and fundraising activities to “ramp up” which often results in a negative balance early in our fiscal year. This past month, for example, we had a deficit of \$32,934 (compared to a deficit of \$46,937 at this time last year).

### **Principal's Report**

Cindi Parker-Pearson reported that our Charter School is completing its sixth week of school and that we have reached full enrollment (157). We are on course to maintain full enrollment through FTE week, which is October 7-11 this year. The two new Teachers hired this year are both doing well – one in Winter Haven (Tracy Tanner) and one in Lakeland (Rebekah Halstead). Students are being evaluated, which takes a great deal of time. “School Safety” has been taking up a lot of Cindi’s time as new reports are required to be completed for each campus. Much has been accomplished over the summer and into this new school year, but work still remains. Cindi is also in the process of completing School Improvement Plans (SIP) for each campus. Cindi, John and Stacy are planning to attend a Grant Writing workshop at the Department of Transportation District Office in Bartow on October 2 for the purpose of applying for grants to help us create a bus transportation plan for our Charter School students due to the Polk School System’s decision to exclude Polk County Charter Schools from their bus network – a decision that will impact Achievement Academy beginning with the 2020-21 school year. Cindi and John have also met with Citrus Connection several times in regard to this issue.

### **Executive Director's Report**

John reported that this year’s Annual Meeting will take place on the day and time of our regularly scheduled Board meeting (October 15 at 6 p.m.) rather than during the buffet dinner for Board members and staff that has seen declining attendance among both groups over the past several years. John also reported that Achievement Academy has been participating in a lot of United Way of Central Florida (UWCF) Campaign events at various businesses. John also provided details on a new offer we have received on our CR 540A property. The offer is for \$800,000 and it is from LGI Homes, a multi-state residential home builder. They would like to get County approval to build a 40-lot subdivision. Their offer included a 120-day due diligence period with additional time to obtain necessary permits with closing to follow within 30 days.

Our Real Estate sales associate, Ryan Sampson with Eshenbaugh Land Company, recommended a counter that is in the process of being approved by the Executive Committee which has been authorized by the full Board to negotiate and its behalf on the sale of our CR 540A property.

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**Committee Reports**

Luke asked all Board members to review the Committee assignment sheet included in their Board packets and voice any concerns or request any changes that needed to be made. When none were forthcoming, Mike Brossart moved to approve the Committee assignments and Chairs. Stephanie Colon seconded the motion and it passed unanimously.

**Unfinished Business**

None

**New Business**

None

There being no further business, Mike Brossart moved to adjourn the meeting at 7:09 p.m. Karli Hughes seconded the motion and it passed unanimously.

Respectfully submitted,

John Burton  
Executive Director