

Longleaf School of the Arts
 Board of Directors Annual Meeting Minutes
 9400 Forum Drive, Raleigh NC
 September 25, 2017

5:37pm CALL TO ORDER

- **Roll Call:** Rheji Burrell, Sabrina Francis, Stephanie Hawke, Chuck Hensey, Joyce Munro, Liz McDonald, Dorinda Peacock, Larry Williams
- **Absent with Notice:** Karen Clark-Keys
- **Mission Statement:** Longleaf School of the Arts will develop students into confident, responsible, and successful contributors in college, career, and community through mentorship and a challenging curriculum that integrates academics and the fine arts.
- **Agenda Approval.** Dorinda Peacock seconds. The Motion carries.

CONSENT AGENDA

A consent agenda is used to approve routine items by voting on all items at one time, instead of voting on individual motions. Prior to approving the consent agenda, the Board will review the consent agenda and any items requiring discussion will be removed from the consent agenda and placed on the standing agenda.

Sabrina Francis moves to approve the consent agenda. Liz McDonald seconds the motion. The motion carries.

Consent Agenda Item	Description	Action
Meeting Minutes	Approve meeting minutes for the August 28 meeting	.

OLD BUSINESS

- Enrollment updates
 - 333 students. Last student on the last day of the 20 days adm
 - Should make it a practice to accept students through the end of the 20 day period.
 - Sabrina Francis moves to stop accepting new students for the 2017-2018 academic year at the end of the first 20 days of school. Joyce Munro seconds the motion. The motion carries unanimously.

PUBLIC COMMENT

- No public comment at this time.

NEW BUSINESS

- Brooklyn Winters presents information on the new LSA Association. The LSA Association is the new Parent Teacher Student Organization. The change is to better meet the needs of the arts programs and the academic programs. With the change to the new building this is a good time to rebrand. The PTSO board thought how to reorganize and rewrote the bylaws
 - The Mission is below.
 - To initiate communication and organize programs and events that promote the development of relationships among parents, staff, students and the local community.
 - To provide assistance for programs and events that support the Longleaf School of the Arts community.
 - There are Vice presidents for academics, arts, and community engagement.
 - Stephanie Hawke asked if there is a change in who the members are? No, there is no change in who is allowed to be members. We are also not charging for memberships so all teachers, students and parents are members.
 - Great turn out for the first meeting in conjunction with open house.
 - Cheryl Hiser has been working with the arts staff on a new initiative to better support the arts events.
 - Will there be a membership form? There is a google form to gather parent's information. They can put it in the news letter.

HEAD OF SCHOOL REPORT

General Announcements:

- Mia Esguerra won Best in Show at Sparkcon
- Retention and Recruitment, at the school level, has added students
- SGA donating \$1000 to Easter Seals
- First Shadow Day and First Parent Information Night

Academic Announcements:

- Skills Club starts this Wednesday
- PSAT and Pre-ACT happen this month
- College Admission Night--Oct. 4th

General Announcements:

We're very proud to announce that Mia Esguerra, a senior, won Best in Show in the category of creativity at this year's SPARKCon. This is a first for LSA. Last year we won an honorable mention. Mia's piece has been posed to Facebook and is featured on our website.

This year the retention and recruitment team, which is made up of 3 teachers, Ms. Doyle and myself have started meeting and planning some recruitment ideas. We have also enlisted about 10 students who meet with Ms. Doyle to discuss how we can best represent LSA in our community and get our name out in the community.

Some ideas that we have come up with were street performers at the holidays, contacting charter middle schools to schedule a 8th grade parent meeting, more shadow days, extending into our new building/move, some guerrilla marketing, getting name recognition, running ads on pandora and spotify, running some "come see what we are about" fairs where rising 8th and 9th graders can take short classes in an art. We have met just a few times but we have some serious energy and momentum right now to make LSA known.

This year's lock-in was once again a success. The students raised enough money to donate \$1000 to Easter Seals, which is our new neighbor over at the Chapanoke site. Like the Raleigh Rescue Mission, the SGA and student body want to be involved and help out a neighborhood charity. We have already started talking about projects to get students some community service, and be great new neighbors.

Our first shadow day of 2017-2018 is this Friday. We've had 41 responses so far. We would like to get more word out there. Mrs. Perkins has sent information to all of the charter middle schools in Wake and Durham. And we are going to send information to the WCPSS and DPS middles schools as well, in hopes that someone will share that information. We would love some feedback on how to get this information out to a greater audience, if anyone has some ideas, we'd love to hear them. Please email Ms. Doyle or Mrs. Perkins with those ideas. Our first parent information night is October 24th at 6:30pm.

Academic Announcements:

We are going to revive our Academic Skills club. Interims went home on Wednesday the 20th, and parent/teacher conferences are tomorrow evening. We will kick the Skills club off either this Wednesday or next. We will post to the calendar and let the students know about what topics we will be covering on which Wednesdays, so that we can hone in on the needs of the students attending.

We had planned on the PSAT and Pre-ACT testing not being days off for all students, but due to space constraints and the inability to keep portions of the building quite for a sustained amount of time, October 18th and 25th will be testing days in which those who are not required to take the test offered that day, or who have not chosen to take the test that day (Juniors can opt in) will stay home. Almost half of the school will be testing during the PSAT test. We had a lot of Juniors opt in this year. It is already posted on the calendar and has been being covered in the FSNN Letter.

Parents of LSA seniors are invited to an evening college admissions overview with guest speaker, Ms. Claire King, from the Office of Admission at UNC Greensboro.

Ms. King will be discussing the college admission process and timelines, what different colleges are evaluating when looking at applications, and more. Additionally, an explanation of how students request their transcript will be shared, along with information about College Foundation of NC resources and College Application Week (November). There will be a brief Q&A session following the presentation. This is on October 4th from 6:30-7:30 at the school. Ms. Mosher asks for an RSVP and that can be found in this week's FSNN

Mrs. Davis and the Board discussed the meaning of gorilla marketing.

PUBLIC COMMENT

No public Comment

COMMITTEE REPORTS

- Recruitment/Retention:
 - Exit survey report was provided
 - HR committee will review and provide feedback about how to address some of the concerns.
 - The Board would like to share results with Cory Draughn.
- Facilities: Stephanie Hawke
 - Progress is being made on the new site. Larry Williams provided the update.
 - Mrs. Davis would like to see a sign. Denise will follow up with the sign. One delay might be power.
 - Larry to follow up on how long after the COE inspection before we will have the COE.
 - Everything running smoothly at this time at Forum drive.
- Marketing/Fundraising: Sabrina Francis
 - Communication tool kit will be ready to go October 1
 - Web-site is ready to have a content review. Mrs. Davis identified 3 people for the Academic sections. Sabrina has volunteered for the Board pages. Is there another person who would like to verify the content on the board section? Chuck will review as well.
 - Paige has offered to work to plan two items after her contract is over. Free of charge to the school
 - Plan and implement a creative kick-off event at the school building which will serve as a celebration for the existing families and a promotion for potential new students.
 - Plan and implement a quarterly masters weekend starting (4 sessions for 2018)
- Operations Review: Sabrina Francis
 - Face to face interviews are complete
 - Parent survey will go out this week

6:35pm CLOSED SESSION

Sabrina Francis, pursuant to GS 143-318.11(a)(5)(6) the Board will move into closed session for the purpose of contract negotiations, lease negotiations and personnel items. Chuck Hensey seconds the motion. The motion carries.

9:50 OPEN SESSION

Sabrina Francis moves moves to approve Administration's three personnel recommendations. Liz McDonald seconds the motion. The motion carries unanimously.

COMMITTEE REPORTS

- Finance: Joyce Munro
 - We are currently in lease negotiations that will address the budget shortfall. We will not take action on the budget until we have finalized the lease negotiation.
 - Stephanie Hawke asked Denise Brown if there is a line item in the budget categories that will go over with in the next month if we do not approve budget amendments tonight. Denise Brown answered, "no, there is not." The Board concluded that the risk is low if we wait to address the budget until after lease negotiations are complete.
 - We will take up the budget as soon as the lease amendments are available.
 - As part of the budget there is a component a one time bonus that will be awarded in October. It will be awarded in the next payroll. Those bonuses will remain bonuses and not convert to salary increases.
 - Is there an update on the audit? Pettway and Cory met last week to wrap up the audit. Pettway reported that they will make the deadline. Does it represent a conflict of interest for Cory Draughn to create the MDA. Our auditor has referred someone who is separate to create the MDA. No one felt that this was a conflict of interest.

10:00pm Joyce Munro moves to adjourn. Dorinda Peacock seconds. The motion is approved unanimously.

Next Board Meeting Date: October 30, 5:30pm Lingleaf School of the Arts