Board of Trustees Meeting Minutes OPEN

Date: July 10, 2018

Held at: The Birches Academy
419 South Broadway, Salem NH

Present: Kara Christesen (KS), Christie Storniolo (CES), Christine Miele (CM), Alyssa Ross (AR), Dianne Wright (DW), Bob Hawkes (BH)

Admin: Chris Smith (CDS), Jessica Wachsman (JW)

Regrets: Ruth Templeton, Erin McArdle, Michael Gendreau

Public: Aimye Haroutunian (AH), Emily Haskell

KC called meeting to order at 6:32pm

1. Approval of Minutes:
    a. May 15th special meeting. CM motions to approve, DW seconds. All approve.
    b. June 14th meeting. CES motions to approve, CM seconds. All approve.
2. Correspondence.
    a. June 20th email from former employee regarding graduation attendance; CES motions to receive and file correspondence, CM seconds. All approve.
3. 2018-19 Board of Trustees meetings; confirmed that we will retain second Tuesday of the month at 6:30pm (with Finance committee meetings generally at 5:30pm same day)
4. Upcoming meetings
    a. August 21st – 5:00pm (full Board planning session)
5. Foundation
    a. Final 2017-18: $77,374
    b. Mega-Cash raffle was largest fundraiser of the year; $12.9K but some will go to taxes
    c. Annual Appeal had a $45K goal but only made half of that
        i. AR, AH to brainstorm social media campaign to explain to parents, alumni
    d. New for 2018-19:
        i. Hamilton tickets raffle – can reach out to the public on this
        ii. Salem Fest – will sell treats/snacks as well as Hamilton tickets
        iii. Cash Calendar – instead of Mega Cash raffle
        iv. New look/system for Spirit Wear June 20th
    e. In addition to what is new, have a full schedule of other fundraisers

    f. AR and AH to discuss flyer update that we can provide to potential investors
6. School Update
    a. Enrollment for 2018-19 at 224 students; looking to fill one 7th grade spot
    b. Carpet is being installed, other repairs being finalized
    c. Summer Camps underway; new After Camp care has helped enrollment
7. Finance
    a. Considering adding budgeting module in Quickbooks; CM assessing reporting capabilities
    b. Tabling review May-August finance reports until September meeting. CM motions to table the review. AR seconds. All in favor. None opposed.
    c. CM to validate monthly oversight on bank statements
8. Personnel
    a. 2018-19 openings to be posted
        i. Teaching Assistant for middle school
        ii. Night Owls coordinator
        iii. ESL
    b. Strategic Initiatives Consultant
        i. Discussion about contract position or employee position
        ii. Will see if potential candidate can come to August 21st session – goal to decide on position after that time
9. Outreach
    a. Website to be updated in the summer; proposal in development.
    b. AR to write press release announcing CDS; will send to Salem Chamber, local news and also pitch to local news including WMUR (DW)
    c. All Board members to send revised bios – need DW, MG
    d. Will look to do an alumni social media program to promote where our students have gone, their reflections back on what they learned at Birches
10. Planning Session
    a. July 21st 5pm
    b. Will have two parts: 2018-19 goals (especially what CDS has uncovered/is planning) and long term
    c. KC to ask Michelle Cole to attend, if available
    d. DW to ask potential strategic initiatives candidate to join at 5:30pm – will have 45 minutes
11. New Business
    a. All Board members should have birchesacademy.org email addresses for official business; suggestion to amend Board Governance Responsibility and Etiquette Policy to accommodate this requirement. CES motions to modify policy. BH seconds. All in favor. None opposed. JW to assign addresses to those who do not have one.
12. Public Comment
    a. None
13. Non-Public Session.
14. Return from Non-Public Session. Minutes are sealed.

AR approves to adjourn. CES seconds. All agree.

8:22pm meeting adjourned