

P.E.A.K. Academy Board of Directors  
Meeting Minutes  
2/23/2020 8:15-9:15 p.m.  
Location: Conference Call

**Present:** Libby Kyles (Vice Chair)  
Catherine Lordi (Secretary)  
Mychal Bacote (Treasurer)  
Gene Bell (Director)  
Joe Lordi (Director)  
David Robinson (Director)  
Tiffany Iheanacho (Chair)

**Absent:**

**Opening:** The regular meeting was called to order by T Iheanacho at 8:15.

**New Business**

**A. School Leader Search:**

Committee (Joe, Libby, Mychal) have a good pool of candidates already. Application entry ends March 6. Committee is doing search on the work places and claims that the candidates are making for accuracy. Are keeping a spreadsheet of candidates qualifications and experience to determine whether or not they qualify and will be interviewed.

**PROCESS:**

- (1) Committee reviews paper application (resume, writing sample, cover letter, student achievement data), determines who is qualified and rates on rubric
- (2) 30 min phone interview with the committee (hopefully 8-10 people)
- (3) From those interviews, over next 2-3 weeks, narrow field to 3 people
- (4) Hope to do a full board interview during March/early April
- (5) Will notify candidate by May 1<sup>st</sup>

\*C Lordi motions to approve the school leader search committee's timeline and process; D Robinson seconds; all unanimously agree.

**B. ACCESS Grant/Fundraising:** (Catherine provides update)

- Due March 7; we will find out late June/early July whether we get the grant
- We need to do additional fundraising to ensure we have \$ for SD if we don't get it
- Have applied for the fiscal sponsorship with CFWNC; their meeting is Feb 26 to determine whether it is approved
- Application for 501c3 has been submitted
- Catherine provided overview of grant proposal – total can be up to \$800,000 and we have about \$30,000 unaccounted for.
- Libby Kyles suggests adding School Director phone and phone plan

-Joe suggests increasing salary to 85,000 for School Director and Mychal suggests increasing benefits to 30% of salary

**Next Steps:** Catherine will make adjustments and send spreadsheet to board for feedback before submission

### **C. School Name**

-Tiffany reminds everyone we have to amend our name to differentiate ourselves from the other PEAK Academy in NC. She reminds us of our two choices deliberated at last month's meeting: Asheville P.E.A.K. Academy and P.E.A.K. Community Charter School. She opens the floor for debate.

-Mychal notes "Community" implies a certain amount of inclusiveness, but there are already a lot of "Community" Schools in Asheville (Evergreen Community, Rainbow Community School, Odyssey Community School, etc). Not as many "Academics" (0 in charter school name). "Academy" connotes a certain seriousness that should not just be reserved for the upper-class.

-Libby states we have already agreed on "Academy" and P.E.A.K. itself is different than the other school because of our acronym. Would adding "Asheville" differentiate us enough?

-Catherine states based on other interviews she heard, she believes it would, so long as we use Asheville in our name with fidelity.

-David likes the initials: APA. Could see on shirts, signage, with our school colors.

\*Joe motions to approve Asheville PEAK Academy as our new school name; Libby seconds; all unanimously agree. Asheville PEAK Academy is our school name.

**Next Steps:** Joe will pursue changes to logo, Catherine will pursue necessary changes with NC and IRS.

### **Old Business:**

#### **D. Marketing Committee** (Tiffany and David)

-We need to schedule a community informational event.

-The committee has reserved the Edington Center for March 7. Libby points out that is less than 2 weeks away- too narrow a window to plan and also get the word out. David will contact Housing Authority and see if we can move to late March instead.

-David is seeking vendors for refreshments (cake, fruit tray, veggie tray).

-Board needs to agree on purpose: C Lordi states to engage the community, increase buy in & excitement, sell the idea to our targeted families

-Tiffany – Should it include a power point presentation, a meet and greet, a panel discussion, q&a time, are children welcome, should we pass out crayons and coloring books, etc.??

-Marketing Plan: Committee will create half page flier for teachers to send to childhood development centers, preschools, churches – will also send to families at New City, advertise on website, Facebook page, email blast, Urban News, put flier in businesses community members frequent

-Libby suggests intimate setting, so parents can get relational with us – they will have to believe we are who we say we are.

-Gene Bell – gym in Edington is large space to get that kind of interaction

-L Kyles – set up activities for kids in the gym while we are having conversations with parents in the community room

-L Kyles – plan other events at other dates – in different neighborhoods – all we're looking to do is engage the people

**Next Steps:** David will contact Housing Authority to move date to late March. Tiffany and David will set up marketing meeting and invite entire board to lay out concrete plan/logistics, create power point, and advertise.

**E. Facility Discussion:**

-Catherine updated board on the meeting with the Housing Authority board in late January: T Iheanacho and C Lordi provided the board with information about PEAK's vision, mission, how we will be different, and our facility needs. We did not discuss specific facilities.

-T Iheanacho explained in later conversation David wants Gene to be retired a year. David felt that July 1<sup>st</sup> was the time when we could bring it to a vote.

-T Iheanacho suggests in the meantime we need to explore other options.

**Next Steps:**

-Gene will discuss with David tomorrow: why wait until July to vote?

-Explore other options with urgency:

-Catherine will get meeting set up with mayor to explore city owned spaces

-Tiffany will set up meeting with City Manager's office

-Gene was contacted about space in Shiloh, he and David will go see it with a realtor

Adjournment: **Meeting was adjourned at 9:13 by T Iheanacho, Board Chair.**