



Asheville P.E.A.K. Academy Board of Directors / Meeting Minutes
8.23.2020 7:00-8:00 pm
Via Zoom Video Conferencing

Board Members: Tiffany Iheanacho (Chair), Libby Kyles (Vice Chair), Mychal Bacoate (Treasurer), Catherine Lordi (Secretary), David Robinson (Director), Gene Bell (Director), Joe Lordi (Director)

Present: Tiffany Iheanacho
Mychal Bacoate
Libby Kyles
Catherine Lordi
David Robinson
Joe Lordi
Gene Bell
Raul Saldana (School Leader)

Opening: The regular meeting was called to order by T Iheanacho at 7:06 pm.

The Asheville PEAK Academy Board formally welcomes Dr. Raul Saldaña to his first board meeting as our new school leader. Members congratulate him on a successful first three weeks on the job and thank him for his hard work.

-M Bacoate motions to approve minutes for 7/17/20. L Kyles seconds. All unanimously carry to approve minutes for 7/17/20.

-G Bell motions to approve agenda for 8/23/20. D Robinson seconds. All unanimously carry to approve minutes for 8/23/20.

I. School Leader's Monthly Report

A. Dr. Saldana provides an overview of the progress made from Aug 3 (start date) to Aug 21. Update includes enrollment, community relations, personnel matters, operations, and curriculum/instruction. Major steps include creation of active social media accounts, creation of Paypal account, mass emails to families (15 potential families in email list), 500 likes on Facebook. A virtual information session is scheduled for 26th and 31st with 8 marked as going and 34 interested. Meetings have occurred with several local schools and pastors at churches.

Recommendation from J Lordi and L Kyles interest form should include race, how many children, where they are enrolled, if they have had an IEP prior to lottery enrollment to ensure outreach is matching our targeted demographic.

B. Information Session on the 26th: M Bacoate recommends a board member participates in the information session. Suggestion includes board members like, share event, attempt to be present. questions if board should be involved and present. R Saldaña has a presentation prepared that he is going to go over with L Kyles at meeting the next day. D Robinson will participate in the presentation.

C. R Saldana provides comparison of Lotterease vs School Mint lottery system. School Mint has interest tracker, applications, lottery, and enrollment, rolls all information into Powerschool, but NC Dept of Education states it isn't always synched correctly. Year 1 would cost \$7,722. Lotterease doesn't roll over into Powerschool and costs \$1,312.50 for application, lottery, enrollment. Acadia charges \$5,000 to roll into powerschool for us. R Saldaña recommends contracting Lotterease for \$1,312.50 and then PEAK staff would upload into Powerschool because of cost.

*M Bacoate motions to use Lotterease as lottery at the amount of \$1,312.50. L Kyles seconds. All unanimously approved.

D. Marketing Budget: R Saldana runs through a proposal of a marketing items such as door hangers, banners, fliers, zoom account, etc. Total comes to roughly \$11,000. M Bacoate states we can approve a budget not to exceed a certain amount; marketing is going to make or break us, so we need to use every venue we can. T Iheanacho suggests \$3,000 in "additional" as opposed to \$5,000. Joe proposes that we start with treasurer's report to put us in a position to be informed on cash flow before approving budgetary decisions. T Iheanacho states marketing budget is already approved. This item does not require a vote.

II. Treasurer's Report

A. M Bacoate provides Treasurer's Report for the month of July. Based on needs of PEAK (payroll) Board Chair and Treasurer withdrew funds and closed Self Help account and opened three accounts (payroll, operations, donations) with First Citizens. Treasurer working with First Citizens to get line of credit, so expenditures can be coded and tracked more efficiently; we will have one credit card statement and Acadia will disburse one check.

M Bacoate suggests having a budget workshop with Acadia with R Saldaña and other interested board members; J Lordi expresses interest in attending.

M Bacoate is pursuing a business line of credit so R Saldaña can have a debit card, but Acadia wants everything to come out of one account.

At 8:05, C Lordi motions to extend the meeting. M Bacoate seconds. All unanimously agree.

III. Fundraising Report

A. To date, \$35,000 in community donations have been raised which will cover essential costs to be reimbursed with ACCESS grant funds. C Lordi shares the Community Investment Guide that was created by J Lordi, edited by C Lordi, and shared with G Bell and D Robinson

before sharing with community members. It includes why Asheville needs PEAK based on achievement data in our LEA, what we will do differently, who we are (board and employee), and possible giving levels and needs.

B. Discussion: The board had a lengthy discussion in regards to the publication of ACS data in our fundraising materials. The board had conflicting views. No resolution was taking on that particular agenda item. In addition, the board had a discussion on full board approval before materials are dispersed.

C. Suggestion made to hire a professional graphic designer to do some reimagining and polish the graphics.

D. Item was tabled and recommended to discuss in person at a later date.

IV. Volunteer Recruitment

A. T Iheanacho shared the Volunteer Recruitment Form with the team with the amendment that J Lordi recommended. The form will be sent to Raul. Raul will upload form to the website, we can direct individuals who might be interested to the board information page; interest forms will be sent to R Saldana's email. Everyone needs to share with contacts interested.

V. Facility Update

A. Joe Lordi stated that he heard from David at Housing Authority that we will be on the agenda at their meeting on Wednesday. No other progress has been made; waiting to hear what the Housing Authority votes on Wednesday.

Closing: M Bacoate motions to close meeting at 9:01. D Robinson seconds. All unanimously agree.