



Vertus HIGH SCHOOL

Vertus High School

Monthly Board Meeting

Published on August 13, 2022 at 6:11 AM EDT

Date and Time

Tuesday August 16, 2022 at 4:00 PM EDT

Location

Vertus Charter School

Agenda

	Purpose	Presenter	Time
I. Opening Items			4:00 PM
A. Record Attendance		Evan Gallina	1 m
B. Call the Meeting to Order			1 m
C. Approve Minutes	Approve Minutes		2 m
II. Reports			4:04 PM
A. Month At A Glance	FYI	Julie Locey	10 m
B. Board Statistics	FYI	Tim Hill	10 m
C. Recruitment Report	FYI	Levi Bennett	10 m
III. Finance			4:34 PM
A. Budget vs Actual & Cash Flow	Discuss	Amy Brisson	10 m
IV. Committee Reporting			4:44 PM
A. Community Engagement & Fundraising Reporting	Discuss		15 m
B. Board Committee Structure & Monthly Reporting			5 m

	Purpose	Presenter	Time
V. Discussion Items			5:04 PM
A. Renewal Year & Expansion			5 m
B. Sharing the Good News	Discuss		10 m
C. Grants Update	Discuss		10 m
VI. Closing Items			5:29 PM
A. Action Item Review			5 m
B. Adjourn Meeting	Vote		

info@vertusschool.org | www.vertusschool.org | FaceBook/VertusHighSchool

Coversheet

Approve Minutes

Section: I. Opening Items
Item: C. Approve Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: 2022_07_19_board_meeting_minutes (1).pdf

DRAFT



Vertus High School

Minutes

Monthly Board Meeting

Date and Time

Tuesday July 19, 2022 at 4:00 PM

Location

Vertus Charter School

Directors Present

C. Gantt, D. Johnson, E. Gallina, F. Johnson, J. O'Connell, S. Ash, V. VanVoorhis

Directors Absent

C. Garrett, M. Mandina

Directors who arrived after the meeting opened

C. Gantt

Ex Officio Members Present

A. Brisson

Non Voting Members Present

A. Brisson

Guests Present

J. Locey, T. Hill

I. Opening Items

A. Record Attendance

C. Gantt arrived.

B.

Call the Meeting to Order

V. VanVoorhis called a meeting of the board of directors of Vertus High School to order on Tuesday Jul 19, 2022 at 4:04 PM.

C. Approve Minutes

D. Johnson made a motion to approve the minutes from the June Board Meeting.
S. Ash seconded the motion.
The board **VOTED** unanimously to approve the motion.

II. Reports

A. Month At A Glance

Ms. Locey updated the board on school activities, including that the students are back in the building and began summer session on July 13th. Upon return, students enjoyed the first harvest out of the school garden and hope to build a green house over the garden to be able to grow food year round. The school has also received a donation of two (2) passenger vans from Wegmans, which will be branded with a Vertus wrap.

B. Board Statistics

With graduation in June, the school has already backfilled the forty-seven students that have graduated, which keeps enrollment stable. Recruitment remains a large focus to ensure that the school meets its target goal come September.

C. Recruitment Report

Recruitment efforts remain a focus and total enrollment for the '22-'23 school year is trending higher than past school years.

III. Finance

A. Budget vs Actual & Cash Flow

Ms. Brisson updated the board on the budget of the school and ensured that the school is in its best cash position since its inception. Strong enrollment numbers into the new school year will help the school remain financially stable and achieve long term success.

IV. Committee Reporting

A. Accountability Reporting

Ms. Locey shared Regents' data discussed at the accountability meeting and plans for summer remediation.

B. Board Committee Structure & Monthly Reporting

Reviewed reporting chart to establish a timeline for future committee meetings.

V. Discussion Items

A. 501c3

Trustee Ash presented the steps necessary to create a 501c3 charitable organization for future consideration.

B. Board Retreat

The board discussed the need to schedule the annual board retreat.

C. Investment Options

Based on the discussion of our current financial status, Evan Gallina will reach out to our banker to discuss possible investment options.

VI. Closing Items

A. Action Item Review

Review of action items assigned during meeting.

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:44 PM.

Respectfully Submitted,
E. Gallina

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Coversheet

Month At A Glance

Section: II. Reports
Item: A. Month At A Glance
Purpose: FYI
Submitted by:
Related Material: Month At A Glance August 2022.pdf



Vertus HIGH SCHOOL

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Month at a Glance August 2022

Academics/Character/Career

- Summer session is wrapping up. The last day of classes is Monday, the 15th, and August Regents exams are scheduled for the 16th and 17th. This will be the first administration for calculating Regents pass rates for the 2022-2023 school year. Our staff's last full day is August 18th and there is a short break for them before returning for our entire staff Professional Development days beginning August 29th.
- Our Fall schedule is almost complete. The school day will run from 7:30 am – 3:00 pm. These are new start and end times for us and are the solution for RCSD's transportation issues settled by the district. We have communicated this to our families, and the results of transitioning to the new schedule remain to be seen.
- Our community engagement and recruiting events this summer have resulted in great publicity. Our last event for the summer is the Back to School Jam on the 20th.

<https://www.whec.com/archive/local-high-school-hosts-latino-community-day/>

<https://wettransfer.com/downloads/524af8bb9e7b64eb2c77c9b7bcb7fbd120220808222126/a050460b693b4536df2af93993dffa0e20220808222155/707db8>

<https://www.rochesterfirst.com/news/local-news/vertus-warrior-challenge-held-thursday-in-rochester/>



- Our summer electives were also hugely successful and have drawn much attention from current and prospective students. We are a site for a partnership with Camp Hard Hat, a program that teaches 12-15-year-olds the basics of the construction trade. Several of our new students are participating, and many prospective students have been given an inside look at Vertus and worked alongside our staff.

Finance/Operations/Compliance

- The first part of our annual report was submitted on August 1st. The Financial requirements are due by November 1.
- The end of one year and the beginning of another is a busy time for Operations. End of the year reporting deadlines, the setup for the new school year in our various

databases, and general building and operational duties that must be completed for a smooth transition, all of which Mr. Hill successfully oversees.

- Our relationship with Grants4Good continues to develop. The Board can support our grant endeavors by identifying relationships they may have with various foundations. There will be a presentation at our meeting in September sharing more on this.

Coversheet

Recruitment Report

Section:	II. Reports
Item:	C. Recruitment Report
Purpose:	FYI
Submitted by:	
Related Material:	Recruiting Update.pdf

Vertus

Recruiting

Currently Enrolled (Fall): 298*

Registration in progress: 18 (still working on enrollment forms)

- To reach them, they are being calls, mailing, text message, emails, and home visit.

Strong Leads: 7 families who gave verbal commitment and were given the paperwork

***This number does not account for students who may withdraw as a part of the normal end of year attrition**

Trends

- There is an increase in applicants coming from RCSD who are unhappy with school placement. These parents don't feel like their kids will be safe at the schools where the district has placed them. (ie. Franklin, Douglass, and Wilson)
- Families who recently moved to Rochester from another state are refusing to allow their kids to go to RCSD. (Florida (2), Georgia (1), Oklahoma (2), Alabama (1))
- 4 of the student's who came from out of state were previously enrolled in private schools, and wanted Vertus because it gave a private school feel without tuition.

- Most applicants are coming from RCSD and they are unhappy with their current school environment
- There are many 7th and 8th graders interested in Vertus

Recent Efforts

- Dropped off flyers (City Libraries, R-Centers,
- **School tours** (from mid-July-8/11): **30 school tours**
- **3-on-3 Basketball Tournament:** 3 Tours and 3 enrollments...resulted to 2 school tours
- **Mailings-** Mailed personal letters to 8th grade and 9th-grade boys of Leadership Academy
- Streaming service ads (Nueva era)
- Vertus Latino Community Day (Resulted in 20+ tours and 2 enrollments)
- Puerto Rican Festival Table and stage giveaways) and Parade
-Will be mailing letters for Rochester Prep waitlist
- Consistently submitting press release to various news outlets.
- Social media posts, boost, and ads
- Cold calls to RCSD FOIL List
- Public Market events (International night and Latino Night)
- Mass Mailing (Rochester Prep waitlist)
- Continuing to make cold calls

Vertus Press

Upcoming efforts

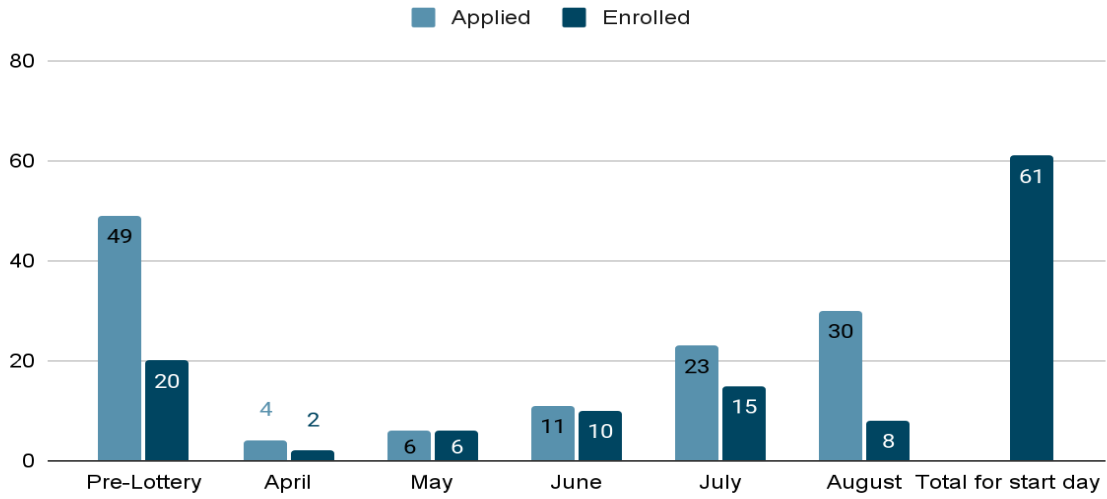
- Vertus Back 2 School Summer event
- Set up a table at the Rochester Summer Soul Festival (at Frontier Field...August 27)
- Call a thon
- Vertus Home Blitz- Doing home visits to families who have expressed interest in Vertus previous, but have yet to enroll with us.
- Sponsoring Rochester Youth Traveling team RMG Elites. This would include field access, cross-promoting, and opportunities to speak in front of incoming parents. The goal is to develop a feeder program for enrollment and the football team. Will be present all of their home games
- 13 Wham TV interview on August 26th
- Radio ads on WDKX and Nueva Era
- Submit press releases to news outlets to help draw more positive attention to Vertus. *(Need help with getting News outlets to pick up stories)*
- Back to School Event (Aug 20th)

- Vertus Latino Community event **13WHam**
- **Spectrum News** Feature story on Vertus electives (This led to a school tour/enrollment from Facebook... amazon delivery driver dropped off stuff and grabbed an application when she left...Vertus employee's lyft driver saw Vertus story and schedule a tour and wants son to enroll)
- WROC Vertus Warrior Challenge with Law Enforcement
- **13Wham** Live interview with Lynette Adam (Schedule for August 26th)

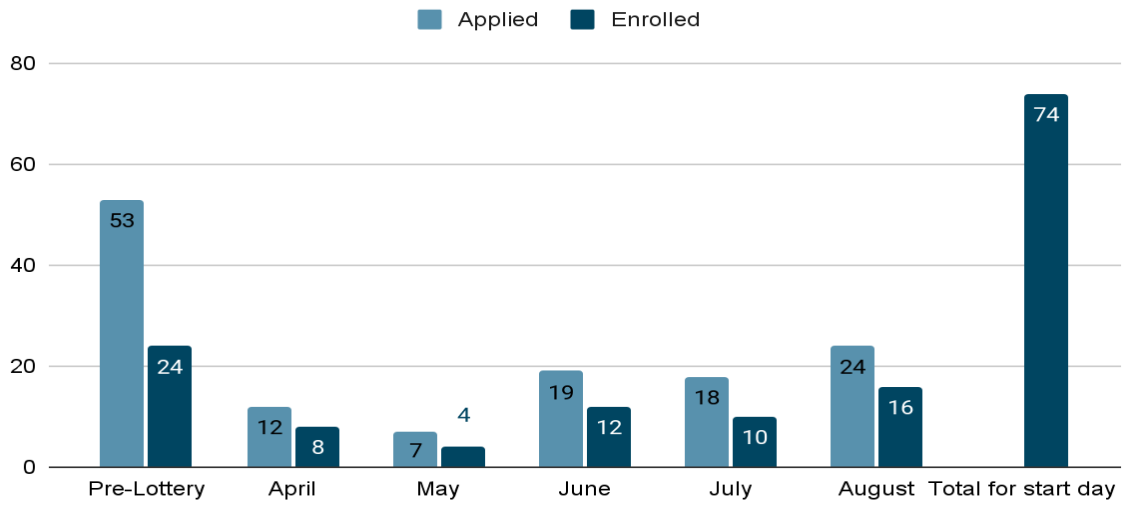
Where do they go if not Vertus?

- For the student's who decide to decline our enrollment offer they are either ***staying at current school, moving out of town, selecting a school where the they could go to school with a younger sibling (ie. UPREP, Roch. Prep, RACS, etc)***

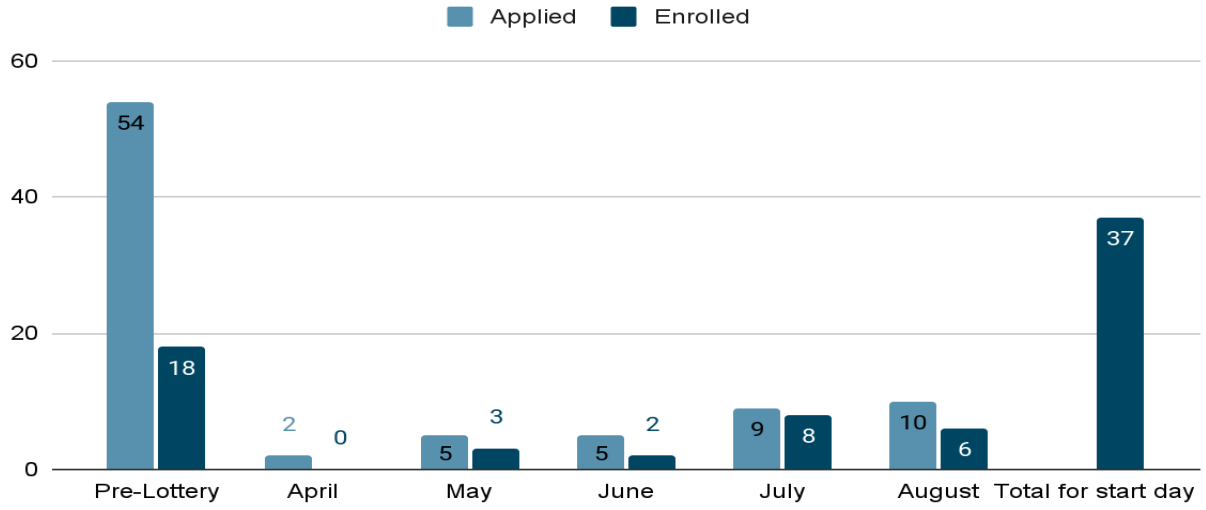
2018-2019



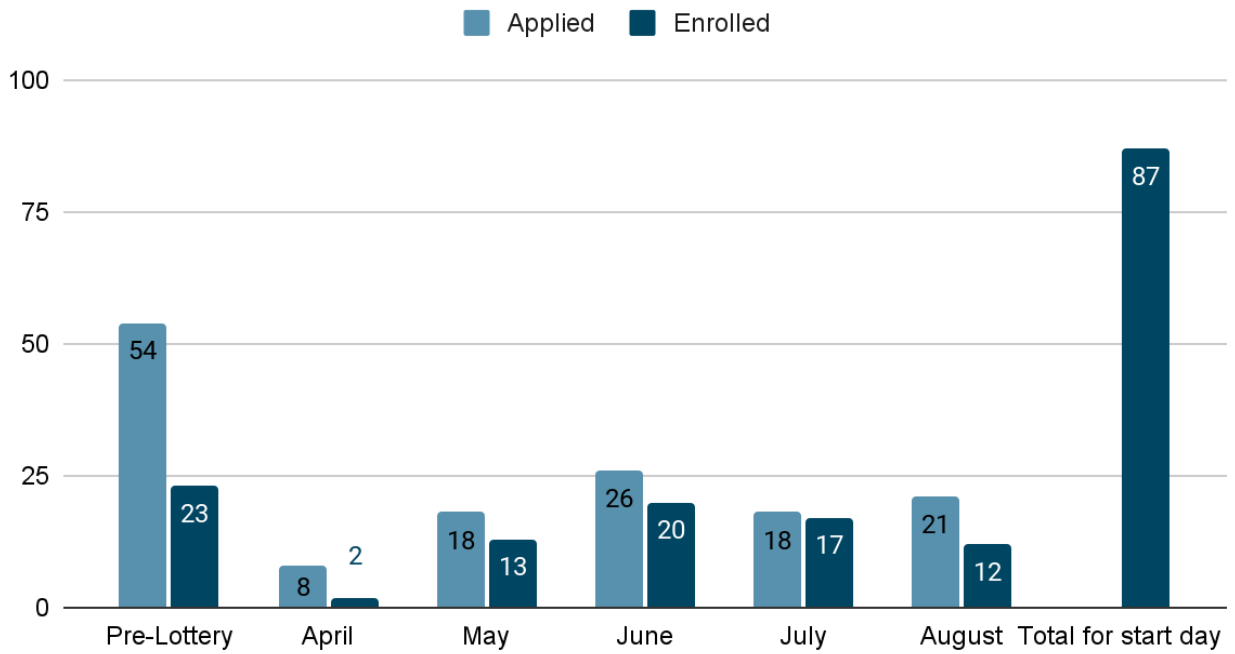
2019-2020



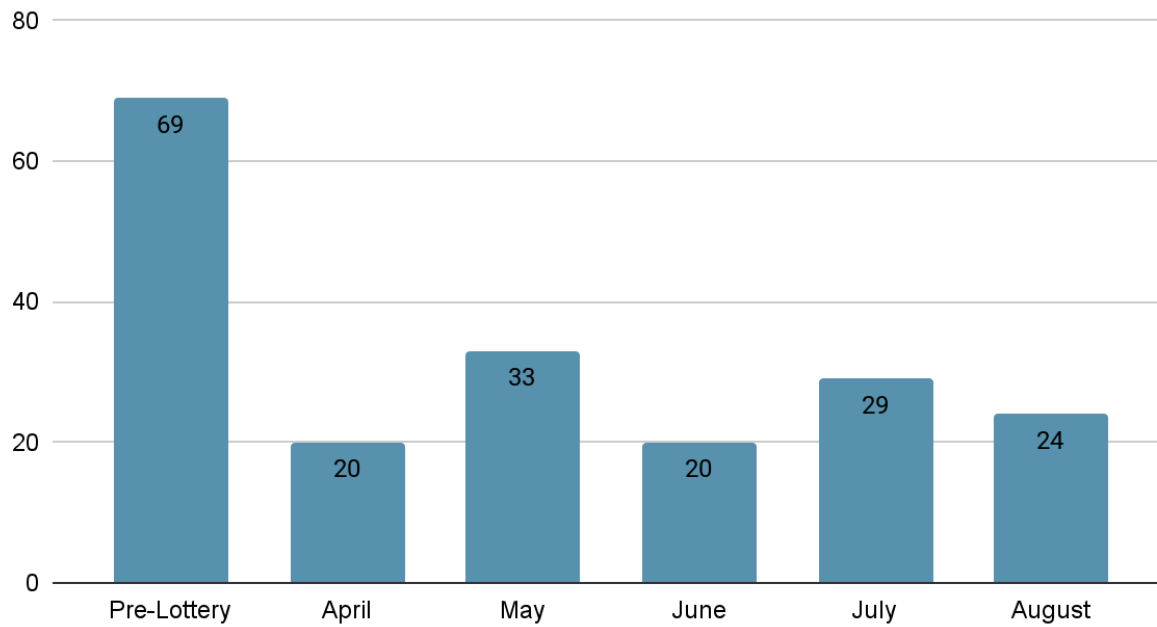
2020-2021



2021-2022



Current year (as of Aug.12th)



Coversheet

Budget vs Actual & Cash Flow

Section: III. Finance
Item: A. Budget vs Actual & Cash Flow
Purpose: Discuss
Submitted by:
Related Material: CashProjectionsBoard7.31.22.pdf
BUdgetvsActualBoard7.31.pdf

Fiscal Year 2022-23 - Cash Flow

As of July 31, 2022

	June 2022 - Actual	July 2022 - Actual
East Irondequoit	\$0.00	\$0.00
Brighton	\$0.00	\$2,371.33
Gates-Chili	\$0.00	\$0.00
Hilton	\$0.00	\$0.00
Webster	\$0.00	\$0.00
Fairport	\$0.00	\$0.00
Greece	\$23,388.54	\$2,699.33
West Irondequoit	\$8,385.07	\$0.00
Rush Henrietta	\$0.00	\$4,692.33
Penfield		\$0.00
Pittsford	\$0.00	\$2,440.33
Webster	\$0.00	\$0.00
RCSD	\$0.00	\$542,577.33
RCSD SpEd	\$296,675.35	\$0.00
Federal Grants - 21 - 22	\$0.00	\$0.00
Federal Grants - 20 - 21	\$0.00	\$0.00
Federal Grants - 19 - 20 Final payment	\$0.00	\$0.00
IDEA Grant	\$0.00	\$0.00
Summers	\$0.00	\$0.00
E3 Rochester	\$0.00	\$0.00
Emil Muller Foundation	\$0.00	\$0.00
ESSER Grant	\$0.00	\$0.00
ESSER II Grant	\$0.00	\$0.00
ESSER III Grant		\$0.00
ARP Grant	\$0.00	\$0.00
Fundraising**	\$686.73	\$1,928.55
McGowan	\$0.00	\$0.00

Chaparral Glass	\$0.00	\$0.00
ESL Federal Credit Union	\$0.00	\$0.00
Bill Belichick	\$0.00	\$0.00
USAC Treasury	\$0.00	\$0.00
CSP Grant	\$0.00	\$0.00
Wegman (Rochester Area Community)	\$10,000.00	\$0.00
Greater Rochester Health Grant	\$61,167.00	\$0.00
STEM Grant	\$3,000.00	\$0.00
Insurance Refund		\$5,000.00
School Store Revenue		\$1,544.24
Total Deposits	\$403,302.69	\$563,253.44
Total Disbursements	\$638,789.49	\$521,332.39
Increase (Decrease) In Cash	-\$235,486.80	\$41,921.05
Cash, Beginning of Period	\$1,565,244.90	\$1,329,758.10
Cash, End of Period	\$1,329,758.10	\$1,371,679.15

Fiscal Year 2022-23 - Budget vs. Actual Report - July 2022 - Accrual Basis						Notes
	Approved	YTD	Projected	Projected		
	Budget	Total - 7/31/22	8/1/22 - 6/30/23	Total	Variance	
Revenue						
4100 State Grants						
4101 Per Pupil General Education	4,122,640.00	343,553.33	3,779,086.67	4,122,640.00	0.00	
4102 Per Pupil Special Education	964,500.00	80,375.00	884,125.00	964,500.00	0.00	
Total 4100 State Grants	\$ 5,087,140.00	\$ 423,928.33	\$ 4,663,211.67	\$ 5,087,140.00	\$ 0.00	
4200 Federal Grants						
4201 IDEA Special Needs	64,000.00	5,333.33	58,666.67	64,000.00	0.00	
4202 Title I	149,339.00	12,444.92	136,894.08	149,339.00	0.00	
4203 Title IIA	17,523.00	1,460.25	16,062.75	17,523.00	0.00	
4204 Title IV	11,201.00	933.42	10,267.58	11,201.00	0.00	
4205 CSP	45,000.00	3,750.00	41,250.00	45,000.00	0.00	
4206 E-Rate	64,000.00	5,333.33	58,666.67	64,000.00	0.00	
4210 CRRSA (ESSER II)	0.00	0.00	0.00	0.00	0.00	
4209 CRRSA (ESSERII)/ARP (ESSER)/CSP	553,653.00	46,137.75	507,515.25	553,653.00	0.00	
Total 4200 Federal Grants	\$ 904,716.00	\$ 75,393.00	\$ 829,323.00	\$ 904,716.00	\$ 0.00	
4300 Contributions & Donations						
4301 Restricted Contributions	47,000.00	480.00	46,520.00	47,000.00	0.00	
4302 Unrestricted Contributions	0.00	120.00	0.00	120.00	120.00	
4303 NGLC Grant	0.00	0.00	0.00	0.00	0.00	
4304 Farash Foundation	0.00	0.00	0.00	0.00	0.00	
4304a GRHF Grant	61,167.00	5,097.25	56,069.75	61,167.00	0.00	
4305 Fundraising	100,000.00	0.00	100,000.00	100,000.00	0.00	
Total 4300 Contributions & Donations	\$ 208,167.00	\$ 5,697.25	\$ 202,589.75	\$ 208,287.00	\$ 120.00	
4400 Fundraising						
4401 Fundraising Events	0.00	0.00	0.00	0.00	0.00	
Total 4400 Fundraising	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
4500 Interest Income						
4501 Interest Income	0.00	0.00	0.00	0.00	0.00	
Total 4500 Interest Income	0.00	0.00	0.00	0.00	0.00	
4600 Other Revenue						
4606 School Store Revenue	0.00	1,814.50	0.00	1,814.50	0.00	
Total 4600 Other Revenue	0.00	1,814.50	0.00	1,814.50	0.00	
Total Revenue	\$ 6,200,023.00	\$ 506,833.08	\$ 5,695,124.42	\$ 6,200,143.00	\$ 120.00	
Expenditures						
2200 Misc. Payables						
2201 Loan Payable	0.00	0.00	0.00	0.00	0.00	
Total 2200 Misc. Payables	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
5000 Compensation						
Total 5100 Administrative Staff	\$ 496,256.00	\$ 30,944.96	\$ 465,311.04	\$ 496,256.00	\$ -	
Total 5200 Instructional Staff	\$ 2,686,389.00	\$ 178,260.68	\$ 2,508,128.32	\$ 2,686,389.00	\$ -	
Total 5000 Compensation	\$ 3,182,645.00	\$ 209,205.64	\$ 2,973,439.36	\$ 3,182,645.00	\$ -	
Total 5300 Other	\$ 78,000.00	-\$ 1,750.00	\$ 79,750.00	\$ 78,000.00	\$ -	
Total 5500 Payroll Taxes and Benefits	\$ 288,618.00	\$ 17,008.84	\$ 271,609.16	\$ 288,618.00	\$ -	
Total 5600 Employee Benefits	\$ 326,845.00	\$ 23,567.97	\$ 303,277.03	\$ 326,845.00	\$ -	

Fiscal Year 2022-23 - Budget vs. Actual Report - July 2022 - Accrual Basis					
	Approved	YTD	Projected	Projected	
	Budget	Total - 7/31/22	8/1/22 - 6/30/23	Total	Variance
Total 5700 Retirement & Pension	\$ 82,236.00	\$ 6,397.01	\$ 75,838.99	\$ 82,236.00	\$ -
TOTAL Comp, Taxes, Benefits, Bonus, Retirement	\$ 3,958,344.00	\$ 254,429.46	\$ 3,703,914.54	\$ 3,958,344.00	\$ -
Total 6100 General Administrative	\$ 125,530.00	\$ 5,814.89	\$ 119,715.11	\$ 125,530.00	\$ -
Total 6200 Insurance	\$ 72,568.00	\$ 4,553.19	\$ 68,014.81	\$ 72,568.00	\$ -
Total 6300 Professional Services	\$ 229,400.00	\$ 15,309.76	\$ 214,090.24	\$ 229,400.00	\$ -
Total 6400 Professional Development	\$ 58,000.00	\$ 3,038.55	\$ 54,961.45	\$ 58,000.00	\$ -
Total 6500 Recruitment	\$ 116,000.00	\$ 335.25	\$ 115,664.75	\$ 116,000.00	\$ -
Total 6600 Fundraising Expenses/External Relations	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ -
Total 7100 Curriculum and Classroom	\$ 380,666.00	\$ 20,109.34	\$ 360,556.66	\$ 380,666.00	\$ -
Total 7200 Enrichment Programs	\$ 20,000.00	\$ 3,449.46	\$ 16,550.54	\$ 20,000.00	\$ -
Total 8100 Facility Operations & Maintenance	\$ 702,392.00	\$ 53,954.85	\$ 648,437.15	\$ 702,392.00	\$ -
Total 8200 Technology/Telecommunication Expense	\$ 139,408.00	\$ 12,198.67	\$ 127,209.33	\$ 139,408.00	\$ -
Total 8800 Miscellaneous Expenses	\$ 1,025.00	\$ 14,784.98	-\$ 13,759.98	\$ 1,025.00	\$ -
Total 8900 Depreciation Expense & Amortization	\$ 126,000.00	\$ 9,528.75	\$ 116,471.25	\$ 126,000.00	\$ -
Total Operating Expenditures	\$ 5,929,333.00	\$ 397,507.15	\$ 5,531,825.85	\$ 5,929,333.00	\$ -
Total 1500 Fixed Assets	\$ 147,127.00	\$ 0.00	\$ 147,127.00	\$ 147,127.00	\$ -
Total revenues	\$ 6,200,023.00	\$ 506,833.08	\$ 5,695,124.42	\$ 6,200,143.00	\$ 120.00
Operating expenses	\$ 5,929,333.00	\$ 397,507.15	\$ 5,531,825.85	\$ 5,929,333.00	\$ 0.00
Depreciation	\$ 126,000.00	\$ 9,528.75	\$ 116,471.25	\$ 126,000.00	\$ 0.00
Fixed assets	\$ 147,127.00	\$ 0.00	\$ 147,127.00	\$ 147,127.00	\$ 0.00
Subtotal	\$ 249,563.00	\$ 118,854.69	\$ 132,642.81	\$ 249,683.00	\$ 120.00

Notes

\$14,500 need detail on how to allocate to correct accounts.

Coversheet

Board Committee Structure & Monthly Reporting

Section: IV. Committee Reporting
Item: B. Board Committee Structure & Monthly Reporting
Purpose:
Submitted by:
Related Material: Board Committee Structure.pdf



Vertus
HIGH SCHOOL

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Rochester, New York 14609

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Board Committee Structure

Committee	Accountability	Community Engagement	Finance	Fundraising	Governance & Nominating
Members	Tory VanVoorhis Calvin Gantt Julie Locey Ben Kadar	Fred Johnson Carol Garrett Deke Johnson Spencer Ash Joe Carter Michael James	Fred Johnson Evan Gallina Jack O’Connell Amy Brisson Julie Locey (as requested)	Evan Gallina Michael Mandina Spencer Ash	Deke Johnson Tory VanVoorhis
Reporting Months	July November March	August November June	Every Month	August January April June	October February
Topics	Regents NWEA Graduation Status Credit Earning	Events Relationships PR	Monthly Review Budget Audit	Events	Board Training New Member

Coversheet

Action Item Review

Section: VI. Closing Items
Item: A. Action Item Review
Purpose:
Submitted by:
Related Material: Board Action Items Running List.docx

Board Action Items Running List

July 2022

1. Tory to write thank you notes to Mike Cullen and Ty Kelly. **-Complete**
2. Julie to send van's worth to Amy-**Complete**
3. Julie to follow up with Alfred State- **Email sent- Jonathan Kent VP for Enrollment-Ball is in their court. He stated they would be in touch about visiting and collaboration.**
4. Julie to reach out to Michael Goode for data on the percentage of charters meeting their enrollment #'s- **Email sent-information shared with Board via email sent on Thursday, July 21st.**
5. Julie to confirm the annual meeting with M & T and Amy.- **email sent- Amy and I met with them on 8.4.22**
6. Evan to contact Kevin Foy-**Complete**
7. Tory to email Kirsten about revision for committee structure- **Complete**
8. Julie to send preferred publisher to Tory.
9. Deke to take the lead on CEO evaluation
10. Completed financial disclosure forms are due to Julie **by July 25th**. You can access the form on the Board on Track platform.