

APPROVED



ATLANTA NEIGHBORHOOD CHARTER SCHOOL

helping students learn to use their minds well

Atlanta Neighborhood Charter School

Minutes

Fund Development Committee Meeting

Date and Time

Friday September 8, 2023 at 10:00 AM

Location

Elementary Campus - Meeting Trailer
688 Grant Street
Atlanta, GA 30315

Attendees may join in-person or via video conference.

In accordance with Georgia's open meetings requirements, notice of this meeting has been posted at both campuses and on the ANCS website.

Committee Members Present

Barrett Coker Krise (remote), Daron Joffe, Jason Zwang, Jenna Civitello (remote), Paige Teusink, Pouya Dianat, Rebecca Wagner (remote), Susannah Darrow (remote)

Committee Members Absent

None

Guests Present

Alastair Pullen, Nicole King (remote)

I. Opening Items

A. Record Attendance

B.

Call the Meeting to Order

Pouya Dianat called a meeting of the Communications & Advancement Committee of Atlanta Neighborhood Charter School to order on Friday Sep 8, 2023 at 10:08 AM.

C. Approve Minutes

Barrett Coker Krise made a motion to approve the minutes from Fund Development Committee Meeting on 05-10-23.

Jenna Civitello seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Fund Development

A. Introduction from our new Executive Director

Alastair introduced himself and provided a status update on the PTCA task force as it relates to the committee, which usually takes time to hear from the PTCA during these meetings.

B. Quick introduction

C. School Report

- Paige presented the fundraising report for the school breaking down our best year in 2023 with ~\$154,000 raised for the annual Gather & Grow fund
- Reviewed sponsorship targets for 2023-24 with a goal of \$30,000, which we are at over 75% of the way there on
- 53 donors give at a level over \$1000
- Jason suggested a committee effort to reach out to LYBUNTS with direct phone appeals during several points of the school fundraising cycle
- Pouya wants a spreadsheet organized with local businesses to track sponsorship outreach
- Any communications to sponsors between now and 9/24 relay that our well-attended kickball tournament is the first sponsor event
- Discussed ideas around the future of Dine outs - low return (\$100ish range) but significant interest from restaurants
 - Dine-in and farm event
 - Dine-outs only if they become a sponsor at a higher level like \$500
 - Do we provide low-lift literature about what the school's annual fund, Gather and Grow, pays for during these events and use them as an education effort?
 - Committee Members to come back with a decision and more ideas on the value of dine-outs for October meeting

D. Strategic Planning

Pouya and Alastair discussed the revamped approach to strategic planning and partners that may be pulled in, including an RFP that will include GCSA and others as we look for a partner to navigate some of the work ahead. Several committee members highlighted Purpose Possible as a potential partner on this effort as well.

E. Wonderball and Event Planning

Wonderball Committee Chairs and event planner MUST BE decided on this September for the March 2 event. Committee to provide recommendations.

F. Committee scope evolution

Pouya outlined the proposal for the redefined role of the committee. Discussions occurred around how some recruiting may be needed to round out the sub-committees and what sub-committee meetings would look like once this change occurs.

Daron asked about the role of grants in the school, and Paige explained that since Covid we have relied heavily on CARES Act funds. This approach to grants could serve us well underneath innovation.

Barrett Coker Krise made a motion to approve the revamped scope and evolution of the Fund Development committee.

Jason Zwang seconded the motion.

Someone proposed name change to Growth and Innovation

The committee **VOTED** unanimously to approve the motion.

G. Data Requirement Needs

Pouya outlined Oriol's efforts to create a dashboard with data needs. Will share a document with the committee that lists some of the data points that we could benefit from.

H. Crisis Communication Strategy

Pouya to share the draft of the crisis communications document with committee members who have experience in this area for feedback and suggestions before we formalize. This includes pre-written statements on a variety of issues, considers communication platforms for various situations and media protocol for staff and board members.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 11:24 AM.

Respectfully Submitted,
Pouya Dianat

Documents used during the meeting

- Communications & Advancement Committee.docx