



Summit Academy Charter School

Minutes

Board Meeting

Date and Time

Tuesday November 15, 2016 at 7:00 PM

Location

27 Huntington Street Brooklyn, NY 11231

Trustees Present

J. Bailin, M. Bernard, N. Campbell, N. Dominguez

Trustees Absent

F. Mitchell, R. Guarini, Y. Houlder

Guests Present

Chad Bascombe

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

M. Bernard called a meeting of the board of trustees of Summit Academy Charter School to order on Tuesday Nov 15, 2016 at 7:09 PM.

C. Approve Minutes

J. Bailin made a motion to approve minutes from the Board Meeting on 10-25-16 Board Meeting on 10-25-16.

N. Dominguez seconded the motion.

The motion did not carry.

II. Development

A. Pitch Book

B. Fundraising Events

C. Marketing

Presentation by Jolene Taylor

- In Marketing for 10 years
- Worked in various fields including education with Sallie Mae

Ryan DiBias and Andrew Morales of Shattersound Pictures

- Video company has worked with LIU public relations series
- Worked with Culture play.

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Campaign

- Plan to tap into human emotion
- What makes Summit unique is the intangible factors
- Provides scholars the gift of seeing beyond their potential

Creative Direction

- Humanize the school and focus on the experiences
- Highlight the true impact and effects on the students, teachers, and community that is caused by the school.

Supporting Tools

- Video
- Targeted digital solutions with measured results. Facebook/Google
- Landing Page to Recruitment Video to Digital Media Channels to Print Media Channel

Long Term Plan

- Create a new website that immerses parents/child in school experience

Firm will present a proposal for the school to approve for immediate start.

III. Finance

A. October Financials

October financials will be sent out to the board in the coming days.

IV. Governance

A. Board Membership

- Natasha will post openings for membership on Board Net and Board USA for recruitment.

V. Closing Items

A. Adjourn Meeting

J. Bailin made a motion to adjourn the meeting.

N. Dominguez seconded the motion.

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:43 PM.

Respectfully Submitted,

N. Campbell