APPROVED

Legacy Schools Board of Directors

Minutes

Special Called Board of Directors Meeting

Date and Time
Tuesday November 30, 2021 at 4:30 PM

Location
The meeting will be remote

Directors Present
Darlene Wilson (remote), Orazio Mancarella (remote), Ruqayyah Abdullah (remote)

Directors Absent
None

Guests Present
Carol Hollis (remote), Willie Davis (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Ruqayyah Abdullah called a meeting of the board of directors of Legacy Schools Board of Directors to order on Tuesday Nov 30, 2021 at 4:33 PM.
Ms. Abdullah asked for a motion to approve the agenda. Mr. Mancarella made the motion, it was seconded by Ms. Wilson and unanimously approved.

II. School Update

A. New Hires

Darlene Wilson made a motion to approve the new hire recommendations and the modification of the LP Employment Agreement.
Orazio Mancarella seconded the motion.

Mrs. Buckelew reported to the Board on the needed change in pay on a previously approved contract for ESL services. The contractee is certified to provide services under the supervision of a lead teacher. The contract amount would be changed from $50 to $40/hour. The services would be needed about 3 hours per week and will be paid from High Needs Grant.

The second new hire item was to fill a guide vacancy in 2nd grade. The recommendation is to hire Ashley Baker, who will begin on December 16, 2021.

Ms. Abdullah also asked that the Board modify the Legacy Prep Employment Agreement prior to hiring Ms. Baker. The current LP Employment Agreement is out of compliance with the State Department. The changes would include modifications of a 30 day severance and payment of vacation along with how we pay overtime.

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

III. 2022 Scholar Recruitment

A. LP Digital Marketing Proposal

Mrs. Mia Toole presented a proposal for Digital Marketing services. The goal would be to have a far reaching marketing campaign that would would raise awareness of Legacy Prep and reach prospective parents and scholars in order to reach our goal of 550 scholars for the 2022-2023 school year.
Mrs. Toole reported that last year was our 1st year using a marketing company and we saw increased google searches and website visits. Last year's goal was to reach 264 applications and we exceeded that and closed with 323 applications. This marked increase was attributed to the marketing strategies.

Bids were sent out to several marketing companies with stated objectives. After talking with 4 different marketing firms, Ms. Toole concluded that Trent Media gave best options/price @$15,000 for 6 months.
Ms. Wilson asked if any of the 4 marketing companies were minority owned and if not she would recommend that we restart the process to include request for proposals to minority owned marketing firms. The Board agreed and the matter was tabled.

IV. Closing Items

A. Adjourn Meeting

Ms. Abdullah reminded everyone about giving Tuesday. There will be a link to share monetarily available and she asked that we share it with everyone.

The meeting was adjourned at 4:57 p.m.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 5:00 PM.

Respectfully Submitted,
Carol Hollis