



## The GLOBE Academy

### Minutes

#### Board of Directors Meeting - Special Meeting

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##### **Date and Time**

Tuesday October 1, 2019 at 5:00 PM

##### **Location**

4105 Briarcliff Road NE, Atlanta, GA 30345

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Notice of this meeting was posted at both campuses and on the GLOBE website in accordance with O.C.G.A. § 50-14-1 and O.C.G.A. § 50-14-1(d)(2).

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##### **Directors Present**

A. Patel, A. Rogers, C. White, D. Reynolds, J. Garcia, L. Pacheco, M. Adams, M. Hudson (remote), S. Camara

##### **Directors Absent**

K. Monroe, R. Hudak

##### **Directors who arrived after the meeting opened**

S. Camara

##### **Directors who left before the meeting adjourned**

M. Hudson

##### **Guests Present**

Amy Sue Mann, C. Elliott-Earby, Heather Clave, K. Holder, Robyn Brandman

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## **I. Opening Items**

### **A. Record Attendance and Guests**

### **B. Call the Meeting to Order**

A. Patel called a meeting of the board of directors of The GLOBE Academy to order on Tuesday Oct 1, 2019 at 5:11 PM.

## **II. Executive Session**

### **A. To discuss a real estate matter**

S. Camara arrived.

M. Hudson left.

Motion made by Chip to move to executive session to discuss a real estate matter.

Motion seconded by Meghann. Motion approved by all present. Moved to executive session at 5:12 p.m. Motion to leave executive session made by Chip. Motion seconded by Anita. Motion approved by all present. Returned from executive session and meeting called back to order at 5:47 p.m.

Motion made by Anita to move forward with Project Foundation, authorizing the Board Chair to enter into agreements as discussed in executive session. Motion seconded by Chip. Motion approved by all present.

Motion made by Anita to authorize Luis Pacheco to move forward with actions as discussed in executive session. Motion seconded by Chip. Motion approved by all present.

## **III. Communications Committee Review - GLOBE Branding**

### **A. Review and Approval of GLOBE Branding**

Anita stated that the Communications Committee has been working hard, with the help of Christi, Heather and others, and a "culminating moment" has been reached, whereby the branding strategy end-to-end can be put into place. Those working on the strategy have seen the respective components of it. Christi thanked the Yearbook Committee, who she stated have been working hard on the reveal of the mascot through the yearbook. Aba asked, "Are there plans to do a trademark?" Anita responded, "Yes. This came up in early discussions about overall branding and we do intend to go through the whole process." Heather said the graphic artist responsible for the mascot worked diligently to incorporate every aspect of The GLOBE into the image. Anita stated that additional branding decisions need to be made and they are being put before the Board for approval because of the impact on The GLOBE community.

Motion made by Anita to approve the school's colors and mascot, as produced by the school's admin team and communications and branding strategy. Motion seconded by Luis. Motion approved by all present.

#### IV. Closing Items

##### A. Adjourn Meeting

C. White made a motion to adjourn the meeting.

J. Garcia 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 5:54 PM.

Respectfully Submitted,

K. Holder