

APPROVED



Ridgeline Education Corporation

Minutes

Board Meeting

Date and Time

Wednesday January 15, 2025 at 4:15 PM

Location

In person: 1922 S General McMullen Drive, San Antonio, TX 78226

Virtual via Microsoft Teams: <https://llac.io/RECBoard>

Meeting ID: 248 959 160 729

Passcode: de7HNh

Directors Present

C. Humphrey, L. Davis (remote), M. Lewis (remote)

Directors Absent

None

Guests Present

A. Gibson (remote), A. Holmes, A. Miller (remote), Alex Melo, April Nook (remote), Bill Thompson (remote), Bob Morales (remote), D. Petropulos, G. Sharifi (remote), H. Ruiz (remote), Justin Wood (remote), K. Delaney (remote), K. Welsh (remote), K. Willmann, M. VanKirk (remote), Nadar Ali II (remote), R. Reyes (remote), V. Chase

I. Opening Items

A. Call the Meeting to Order

C. Humphrey called a meeting of the board of directors of Ridgeline Education Corporation to order on Wednesday Jan 15, 2025 at 4:15 PM.

B.

Record Board Member Attendance

C. Introduction of In Person and Virtual Attendees

D. Pledge of Allegiance

II. Public Comment

A. Public Comment

No one from the public was in attendance.

III. Approval of Agenda

A. Approval of Agenda

C. Humphrey made a motion to Approve the January 15, 2025, Board Meeting Agenda.

L. Davis seconded the motion.

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

IV. Review and Approve Minutes from Previous Meeting(s)

A. Prior Meeting Minutes

C. Humphrey made a motion to approve the minutes from Board Meeting on 11-20-24.

L. Davis seconded the motion.

Motion to Approvethe minutes from November 20, 2024, with noting item 7a. should read January 15, 2025, not January 16, 2025.

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

V. Reports

A. School Leader

1. Ms. Willmann shared on her PPT and provided an update on student attendance and retention with current average attendance: 155 students. December ended with 236 enrolled, 59% attendance, 140 students daily. January 7th to today: 209 enrolled, 54% attendance, 114 students daily. She also spoke on Municipal court attendance meetings are effective in improving attendance. She added that 105 families signed up and 56 attended.
2. Ms. Willmann spoke to the board and asked for their approval on the Target Improvement Plan. She mentioned that the improvement plan is concise and focuses on key areas with offering college bridge courses and working on industry-based certifications and Military readiness which can be improved by bringing recruiters to campus.

B.

Finance

The Board was presented with the financial statement as of December 31, 2024, including the balance sheet, income statement, cash projections, and revenues & expenses with an explanation and discussion on ADA and enrollment numbers.

C. Management Organization

1. Mr. Holmes shared that a campaign involving billboards, digital ads, and TV spots is ongoing and runs until February 28. Television ads have been featured in major events like the Orange Bowl and Rose Bowl. He also added that a final report will be given at the March board meeting.
2. Mr. Humphrey mentioned planning events in alignment with local festivities like Fiesta that can enhance community engagement and enrollment. He thought it would be a good idea to add a fall event as well.
3. Ms. Chase also mentioned events like Spring Fest can help drive enrollment and should be planned strategically.
4. Ms. Lewis asked about bilingual marketing channels and it was noted that billboards had been updated in Spanish and English.
5. Mr. Holmes shared that BoardOnTrack was updated with the board members bios and photos.
6. Mr. Holmes also invited the board members to the National Board Summit March 24-26 in Charleston S.C.

D. Legislative Update

1. Mr. Morales shared on the legislative update with the results of the November election. He also shared the ESA bill has a strong path forward, and there is good charter support in the legislature.
2. Mr. Wood also added that the legislative session has significant changes with Republicans gaining seats, and the ESA bill is a priority.

VI. New Business

A. Targeted Improvement Plan

C. Humphrey made a motion to approve the Target Improvement Plan which was discussed in the principal report.

L. Davis seconded the motion.

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

VII. Open Discussion regarding future Board Agenda items

A. Open Discussion regarding future Board Agenda items

Mr. Humphrey would like to add Mr. Alex Melo to the agenda to be considered a new board member at the February 19 board meeting.

VIII. Closing Items

A. Next Scheduled Board Meeting

Next Scheduled Board Meeting is scheduled for February 19, 2025, at 4:15pm CT.

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,
A. Holmes

In accordance with the Texas Open Meetings Act (Subchapters D and E of Ch. 551, Tex. Gov't Code), the Board may enter closed meeting to deliberate any subject authorized by Subchapter D that is listed on the agenda for this meeting.

Any final action, decision, or vote on a subject deliberated in closed meeting will be taken in an open meeting held in compliance with the Texas Open Meetings Act.

Timely notice of this meeting was posted on January 9, 2024.