APPROVED

Libertas Academy Charter School

Minutes

Development Committee Meeting

Date and Time
Tuesday January 12, 2021 at 5:00 PM

Location
Zoom Meeting
https://us04web.zoom.us/j/7748636583
Meeting ID: 774-863-6583
Password: 12345

Join Zoom Meeting
https://us04web.zoom.us/j/7748636583

Meeting ID: 774-863-6583
Password: 12345

Committee Members Present
D. Barrows (remote), K. Diamond Kayiatos (remote), L. Davis (remote), L. Flynn (remote), M. Montero (remote)

Committee Members Absent
None

Ex Officio Members Present
K. Frett (remote)

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

D. Barrows called a meeting of the Development Committee of Libertas Academy Charter School to order on Tuesday Jan 12, 2021 at 5:03 PM.

C. Approve Minutes

L. Davis made a motion to approve the minutes from Development Committee Meeting on 12-01-20.
K. Diamond Kayiatos seconded the motion.
The committee **VOTED** to approve the motion.

Roll Call	
L. Flynn	Abstain
L. Davis	Aye
K. Frett	Aye
K. Diamond Kayiatos	Aye
M. Montero	Abstain
D. Barrows	Aye

II. New Business

A. Chair Remarks

DB: 2021 is going to be an excellent year for Libertas and the planet!

DB to KOF: going forward need to make meeting agenda and minutes public in advance on Board on Track so both are easily accessible.

B. Review Dashboard & FY21 Campaign

* DB highlighted that our goal remains 150k from individuals, private companies, grants (separate from Gary's pledge). Current received 121,900. Including first round of funds from Gary. Thus we are only counting 21,900 toward our FY21 goal.
* DB questioned if we should we be concerned more $ has yet to come in especially after our letter?
*Kari relayed that she is not worried! She suggested that we need to follow up & create more urgency to move the dial but no need to worry now . A challenge or match campaign in the next month or so to create this urgency? . The team agreed a challenge match campaign could be a good option down the road.
*DB urged us to reach out individually to members in our networks .
*LF suggested to consider tying our campaign to the high school build out since that is our big project this year.

*Laurie and Kari discussed the idea of a marketing video highlighting LACS students/classroom since tours in our current climate are not possible
*MM- added that we should publicly acknowledge people who have given .Should we think about a more permanent way to recognize those who have been supporting us regularly?
*LF - voiced that a hand written thank you notes from kids goes a long way, connecting donors to students.

Next Steps : Katie to email group list of past donor yet to give for the committee members to individually contact.

C. Quarterly Newsletter

Dana - Total of 4 newsletters total

KOF informed the group that there will be 3 more newsletters to come : 2nd in Feb/early March, 3rd in May and a 4th newsletter to follow which will be shorter for a final development recap/ thank you .

III. Potential Parnterships

A. 4 Legged Broad Support Stool

DB guided the group through his thinking regarding an "4 legged stool" concept to broaden LACS' donor/partner base:
Leg 1 - Private individual and company donors, grants etc
Leg 2 - LACS Jennison Foundation Partnership
Leg 3 - Local Institution Partnership who would adopt LACS for a 3 year partnership (STCC, HCC?) .
MM also suggested Westfield State as Dr. Azanda Seymour just joined our board . DB highlighted Elms College as another great potential.
Leg 4 - Private Company partnership : We need to explore ideas on this approach.

Next Steps:
*DB to email the committee for suggestion on 2-3 private company suggestions
* DB: We need to take this from a concept to a reality and fine tune our "pitch" on precisely what we are asking .

IV. 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 6:06 PM.

Respectfully Submitted,
D. Barrows