



Bronx Charter School for the Arts

Minutes

Monthly Board Meeting & Retreat

Date and Time

Saturday February 10, 2024 at 9:30 AM

Location

950 Longfellow Ave Bronx NY 10474

Trustees Present

Arlene Bascom, Barbara H. Scott, Charles Whites, Dan Vislocky, David Barnard, Denise Brecher (remote), Lori Biancamano, Susan Geisenheimer

Trustees Absent

Eric Osorio, Evette Stair- Radlein

Guests Present

Jasmin Abbatiello, Kathy Ortiz, Krisann Vega, Lesly Garcia, Melanie Hok, Patricia Rooney, Ryan McCabe

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

Barbara H. Scott called a meeting of the board of trustees of Bronx Charter School for the Arts to order on Saturday Feb 10, 2024 at 9:36 AM.

C. Approve Minutes

Arlene Bascom made a motion to approve the minutes from Monthly Board Meeting on 01-09-24.

Susan Geisenheimer seconded the motion.

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

II. Development and Communications

A. Update

- Jasmin Abbatiello provided an update on FY24 contributions received to date (including pledges) and highlighted the individual, corporation, and in-kind lines that exceeded fundraising goals for the year.
- Ms. Abbatiello presented data from the Winter Campaign, which launched in January (English advertisements on January 10th and Spanish advertisements on January 16th):

1. Primary and secondary marketing goals

- Increase school applications to fill all 624 seats for the 2024-2025 school year (approximately 20 seats at the start of the campaign)
- Raise awareness

2. How to measure success metrics

- Apply now link clicks
- Need help? Form completions
- Clicks-to-call
- Ad clicks
- Impressions
- Engagements
- Landing page views
- Website Traffic

3. Campaign success metrics to date (less than one month)

- Launched advertisements in Spanish for the first time

- Off to an exceptional start with high levels of engagement
- Exceeded all metrics, excluding Meta impressions/engagements
- Dramatic increase in users and traffic visiting the website
- Mr. Charles Whites suggested the use of digital advertisement via AI.
- Jasmin Abbatiello also noted growth on social media platforms continued to increase outside of the Winter Campaign since her last report (within the last 30 days)

III. Finance Report

A. Update

- Melanie Hok shared an FY24 Full Year Projection. Anticipating increased expenses for graduation, field trips, and arts programming costs. This includes Arts consulting and substitute teachers to fill in those vacant positions.
- Melanie Hok invited Kathy Ortiz to discuss upcoming expenses. Ms. Ortiz mentioned that the ultimate goal is to prepare scholars for high-performing arts schools, stating the need to bring in art consultant Jerry Phelps.

B. Morgan Stanley/Fidelity Update

Melanie Hok shared with the board that at the end of January 2024, the transfer of assets from Morgan Stanley to Fidelity was successfully completed.

IV. Executive Director Report

A. Update

- Kathy Ortiz gave a data dashboard review with action steps addressing enrollment, demographics, teacher certification, and application numbers.
- Krisann Vega shared winter data analysis in Reading and Math and action plans.

- Ryan McCabe shared winter data analysis for Reading and Math and action plans.
- Patricia Rooney shared information about the new computer-based exams in grades 5th and 8th grade.
- Patricia Rooney shared examples of the previous and new digital assessments introduced this year.

V. 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 12:50 PM.

Respectfully Submitted,
Lori Biancamano