



MINUTES

ACA Governing Board	6:45 – 8:15 a.m.	8:15 a.m..
Type of Meeting	Start Time	Adjournment Time
Oct. 6, 2014	North H.S. – Lightning Room	Julia Squier
Date	Meeting Location	Recorded by

- **Attendance/ Guests/ Introductions** - Rita O'Brien, Mary Hansen, Mary Welch, Patrick Lee, Renee Ulman, Julia Squier, Terry Maves, Mark Kloehn, Dayton Henderson, Lori Krueger
- **Approval of September Minutes** - Motion to approve by Terry Maves ; second by Renee; passed unanimously
- **Change in meeting day/time** - 2nd Monday generally worked for all according to the meeting doodle; motion by Mary to change meeting time to 2nd Monday of the month, with the annual retreat scheduled in June (off July); 2nd by Joy; passes unanimously; **PLEASE NOTE OUR NEXT MEETING IS MONDAY, NOV 10th** at 6:45 am in the lightning room; Julia will send an updated calendar with meeting minutes
- **Budget** – Patrick will be meeting with Chris Peterson with the district to clarify checking account procedures, golf outing funds, literacy fund reimbursement; \$984.25 so far in the ACA, Inc. fundraising account - will included that balance on monthly treasurer's report; Mary is attending science grant webinar on Wed at 3 pm – Terry can listen also; then talk to Kristi about possible implementation options

Donor Recognition – how do we do it; Corporate vs. parents recognition; Joy, Rita and Mary will meet briefly to discuss ideas/levels after today's meeting

- **Governance**
Timeline – please send Mary info, deadline updates, etc as progress is made; Rita is waiting on alum list for mailing to alumni and parents; letters are signed and set to go

Non-stock filing (due Sept. 30) was completed on time by Patrick

Need for VP by Jan. officers for next year (committee to nominate candidates?) - please consider; Terry committed to 1 1/2 more years as a board member

- **Staff Report**
Enrollment – steady at 103 for 3rd Friday count; continue to get inquiries; challenge to transfer now so students won't lose credits – wait until semester; inquiries continue after school year begins with parents trying to find ideal educational setting; related to new student enrollments, Renee thinks 2nd semester we lose some interest in ACA after initial inquiry in fall; 2nd semester shadow or visit suggested to reinforce excitement from fall –

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Empowering students to find their passion through collaboration, innovation and exploration.

February timeline – commitment day?; we need a marketing plan to be develop (with assistance by the design and marketing students - internships) led by board members with expertise in that area; use school profile; meeting date set via email with committee and student interns - include Joy and Dayton, cc Jeff

Fright Night interest – no updates; financial return is limited based on hours/time expended to organize and not directly related to mission of school; some interested kids; recommend not participating this year

Charter School Fair – Sat, November 1st from 9-2 pm at City center 2nd floor; meeting on Thurs at 4 at Scullen Center – Mary will attend with Patrick; board members are encouraged to stop by

Showcase – Monday, November 17th from 6:30-8 pm; inviting current parents & middle schools in newsletters - for potential new students & parents; format probably similar as in past - meet in ACA wing and then divide into different rooms; Photographer – Renee will talk with senior student; refreshments coordinated by Julia and ACA parents

- **Sustainability/Marketing:**

Marketing Committee – 2 students interns with Joy, Dayton & Jeff's help; marketing plan needs editing and refining with long-term objectives; address enrollment/recruitment and sustainability; look at current material - use and/or modify

Mary, Jennifer and Julia attended non-profit marketing seminar - stressed the importance telling personal stories, nurturing relationships and personalized thank yous

Student Project – Jeff came in; group was too big; maybe a smaller group meeting with Janell and AJ - student marketing interns (students showed limited interest in vine videos)

Mary working with Ben on LGL Database – 110 entries; progressing and need to enter some addresses, phones, etc.; parent employer info will be entered also

Website Update - donate button is functioning; Ian has boot-strap site to make viewable on phones or tablets; still modifying some areas; want student showcase tab with examples of projects, etc.

- **Adjournment at 8:15 am**

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