

### **Members Present**

Henry A. Lambert, Chair  
Michael A. Catlyn, Vice Chair  
Tony Betaudier  
Diana J Lee  
Mark David  
Joanne Hunt (ex-officio non-voting)

### **Others Present**

Pamptata Sanders  
Mary Kate Boesch  
Colathur Janardhanan  
Robert Morales  
Roger Redhead  
Anna Toma  
Stephanie Riviuccio

The meeting was held on November 6<sup>th</sup> at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on October 5<sup>th</sup>, 2017 were approved.

### **Enrollment**

The school currently has 202 students, one student left and moved to Connecticut last week. A group of faculty members is working on a strategy for our marketing effort and to attract more children to the school.

The importance of the After School Program is recognized by all. This works well for parents as the timing allows them to pick up their children from the school.

BCS is currently conducting a parent survey to better understand what made them choose BCS for their children. It will also explore what the families would like to see provided by the school. BCS will charge the families around \$50 per week for the After School Program, which is about the cost of running this, with exceptions for those who cannot afford to pay this. The results of the survey will be available in advance of the next board meeting.

Currently, 50% of the school's population comes on buses from neighborhoods where there are fewer charter schools. We would like to understand the risks of other charter schools expanding into these neighborhoods.

In order to attract more children locally, BCS will be reaching out to local daycares and will be setting up day trips for those children to visit the school. During these day trips, the children will participate in a class, such as a dance class, to gain a better sense of the experience of attending BCS.

The marketing materials, such as the brochures, need to be updated. The school is willing to spend some money on good photography and on somebody to help design the whole brochure. Any new photos must be coordinated with the message the school is trying to convey.

Since the website has been re-designed there is now more traffic. A report of the web traffic will be available by the next board meeting. Mark, Henry and Joanne will connect with Matt from Final Piece, who designed the website, to discuss any improvements particularly compared to other schools' websites.

Overall marketing is going to be the key to ensuring we are able to attract more students to the school. We are competitive with other independent charter schools and our marketing materials need to reflect this.

Agreed to set short term dates by which to have compiled the marketing materials and to have completed the website.

#### School Audit Update

This went out on time on November 1<sup>st</sup>. A letter from Schall & Ashenfarb set out some new requirements and guidelines that the school should consider. There was a statement about board member spending and credit card transactions requiring approval in the future but as there will no longer be school credit cards utilized by board members which was contradictory. The board approved the new policy/resolutions, subject to this change. See attached approved resolutions.

#### Annual Comprehensive Review

The documents were all submitted. Everything was on time except for the 1<sup>st</sup> quarter financials, which were submitted one day late.

#### Budget

Joanne and Janardhanan are editing the budget to take into account our lower than expected enrollment numbers. They will try to reduce the deficit as much as possible.

The next Board Meeting will be held at the home of the Chairman, Henry Lambert, on December 4<sup>th</sup> at 6:30pm.

The meeting was adjourned at 6:30pm.