

Members Present

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

Others Present

Pamptata Sanders
Mary Kate Boesch
Robert Morales

The meeting was held on December 20th at Henry Lambert's home. The meeting was called to order at 7pm. The minutes for the meeting held on December 4th, 2017 were approved.

Marketing

The photographer came to the school today from 8:30am to 2pm. There was a lot going on at the school and he was able to capture chess, dance, and technology classes. The photos will be selected and available by December 26th. We have already paid for a selection of 20 photos but if we want to use more of them we can pay for additional photos.

A map of Brooklyn with all the bus stops is now on the website. The social media launch will happen the first week in January, and will include some of the photos from today's shoot.

The new marketing materials will all be ready by the start of January. The brochures will contain information on everything the school is currently offering, including chess, dance, music and technology.

We need to advertise in the neighborhoods that are serviced by the school buses. Joanne will get back to the board about how we will target the bus neighborhoods and a deadline of when she will start this outreach. Joanne will identify and interview someone who will pitch to people in churches, daycares, etc. in these neighborhoods.

Any children who come to visit the school is given a book bag with toys and an information pack about BCS.

BCS is developing a relationship with a local daycare, which is 2 blocks away from the school. They didn't even know that BCS was in the neighborhood. They will now start bringing children on school trips to visit BCS. Joanne and Mr. Angel have also been attending fairs. Having the Principal at these presentations is very effective. Already have 2 new students who will definitely be attending the school as a result of this outreach.

Joanne is designing a banner and will negotiate the hanging of the sign outside the entrance to the school.

Spanish language will be added as an option for the Homepage and for Enrollment.

After School Program

Everybody asks about After School Programs when considering the school. The After School Program will run from January 8th to June 14th. The school has budgeted for a maximum of 50 students attending this program, with 15 students already signed up. The total cost of the program would be \$58,000 for 50 students, including a snack and 7 instructors.

Information about the After School Program will be uploaded to the website this week. The program will run until 6pm and parents will pick up their children. It will run Mondays through Thursdays. Homework help has been identified as the most important aspect of the program but there will also be sports and arts & crafts. Families feel like this is something very meaningful that the school is providing.

Test Prep will still be held on Mondays and Wednesdays.

For K through 5 schools, the majority of schools that offer After School Programs, charge something for their programs. BCS will provide scholarships for those families who cannot afford the After School Program.

The next Board Meeting will be held at the school on January 24th at 5:30pm.

The meeting was adjourned at 8 pm.