

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 6th at the Brooklyn Charter School. The meeting was called to order at 5:30pm. The minutes for the meeting held on October 5th, 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 \$50 per week for the After School Program, which is 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, 75% 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 1st. A letter from Schall & Ashenfarb set out some new requirements and guidelines which should be adopted by the board as resolutions. There was a specific statement about credit card transactions requiring approval in the future but as there will no longer be school credit cards this was contradictory. The board approved the new policies, subject to this change.

Annual Comprehensive Review

The documents were all submitted. Everything was on time except for the audit documents, which were submitted one day late.

Budget

Joanne and Janardhanan are revising the 2017-18 budget to take into account our lower than expected enrollment numbers. The board has also adjusted its 401K plan to reflect a new policy where faculty members will now have to contribute in order to receive a match from the school. The school also implemented a two-year vesting period for new employees before the school will provide a match. This policy is to take effect as of July 1, 2017. 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 4th at 6:30pm.

The meeting was adjourned at 6:30pm.