**Meeting Minutes**

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| **Meeting Title:** | **Monthly Meeting** | | | | |
| **Meeting Date:** | 2/23/2016 | **Time:** | 5:00 PM | **Location:** | Conference Room |
| **Facilitator:** | John Bailey | | | **Note Taker:** | Kylee Beaudette |
| **In attendance:** | **Members:**  (Chair) Shanaka Weerasooriya  Kathy Castellano | | | **Community:**  Joanne Lainhart  Lynn Meyers | |
|  | **Staff:**  Ken Modzelewski  John Bailey  Kylee Beaudette  Christina Naletko | | |  | |

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| **Agenda Topic** | **Discussion** | **Facilitator** |
| **Welcome** | Call to order began at 5:03 PM  Pledge of attendance  Introductions | John Bailey |
| **Approval of Agenda & Minutes** | N/A for this session |  |
| **Old Business** | There was no old business for this meeting |  |
| **New Business** | 1. There was a motion to add a parent member to the board, Joanne Lainhart. This will be voted on at the next board meeting. | John Bailey |
| **Guest speaker from marketing** | 1. At 5:03 the discussion was started about our current marketing strategies. Currently we are using advertising by flyers in the newspaper, post cards, and social media. We are targeting the youth by using social media such as Facebook and making sure if they use a search engine to look up schools SKY Academy pops up. Also, they want to use I-heart media sites. Kathy asked if we have created a Facebook events page for our open houses. We have not, we are only using Facebook ads. Mr. Meyers mentioned using the one on one interaction and help from teachers as a marketing sell point. Most schools do not offer the one on one help. Ken mentioned doing a 3 week radio stint that he signed on earlier that day also. They are also trying to target North Port more by ads in the newspaper, post cards, social media, and banners at sports locations. Mrs. Lainhart mentioned using a clipper coupon book. A small add would cost about $1000 for 12000-18000 copies and they target what area you choose. They mentioned how you could offer a free uniform with registration. Putting in free aftercare, tutoring, and testimonials would be a great addition. 2. Mr. Bailey was speaking on how we will be hosting a business expo at the school which will get a lot of people in our building and that will be good exposure for the school. | Christina Naletko |
| **Principals Report** | Curriculum/ Assessment-  Our FSA writing date will be Tuesday March 1st at 9am. The students will be tested for 120 minutes. Mrs. Jaques has worked with the students in preparing for this test and we feel really confident that they will do well. During the second quarter 81% of the students earned a 3.0 GPA or better.  Business/ long term planning-  Our current enrollment is at 105 students. This will probably be our number for the remainder of the year. Our enrollment numbers for the upcoming 2016-2017 school year are up to 164; This is assuming all of our current students re-enroll. The new enrollments will have us with 55 new incoming 6th graders and this is only February. At the last meeting we discussed getting a quote on a security system for the front door. This is not the only quote we will be getting, but the total cost is $4,225. This would include 8 cameras hardwired in, key pad entry, and a voice box. This quote came from the same company that installed our PA system for this year. Mr. Meyers feels a good security would make for better marketing.  Fundraising/ Community Outreach-  Englewood Elementary used our stage to put on their production of The Lion King on Sunday the 21st. This brought in about 60 people and gave Mr. Bailey the opportunity to hand out flyers about the school. We have a big beautiful stage and seeing as how the elementary uses their cafeteria for events, this may open doors for them to come back and use our building again. Schools have 5th grade graduations and are limited to who can come based on their space, our gymnasium would be great for events like that as well. We will be having our spring carnival Saturday April 9th from 3pm-7pm. We will be having bounce houses, pony rides, water slides, food vendors, and currently looking for a hot air balloon. We will also be having a silent auction. Items will include Disney tickets, cruise tickets, and items donated by local businesses. This is a great way to collect volunteer hours. Each family is required to do 10 hours a year. There have been new letters and flyers for this event mailed out to our families. This is a great event for the community. We have tried a new approach to fund raising by using GoFundMe.com. We have used this site to help raise the funds for the IXL system which will help our students prepare for the FSA testing. This system is used in all Sarasota County Schools. We are $218 dollars from our goal of $1688. We received two checks today, one for $500 and another for $250. The SAC committee said they will cover any amount that is left over. This covers 125 students and gives them 24/7 access for a full year. We are currently using I-ready in our school and this works for some students but can bore others. The IXL program will bring a new, less childlike way of learning. If we purchase it March 1st then we will be able to use it for two testing periods. As we grow it will be about $290 per 25 students to have access.  Wellness/ Nutrition-  Students are showing improvement on their mile times. They are very happy with their achievements. We will be having our first color run-a-thon on Friday April 22nd and the students are really looking forward to this. | John Bailey |
| **Board Chair Presentation** | Speaking on behalf of Matt Catanzarite, Dr. Weerasooriya spoke about the suicides recently in Englewood and how this concerns him for different reasons. They feel the lack of a counselor on campus was not good for students and asked how crisis were handled? Mr. Bailey responded with the fact we have had, maybe once a month, a student make a comment about hurting themselves. This is handled according to the proper guidelines. He asks specific questions, documents, inform parents, and if serious enough call the police and they will Baker Act the student. We have not had a crisis at our school. We are fortunate enough that we are a small school and we have close communication with the students and if they hear anything they report it right away. We do not currently have a full time counselor on campus, but we do have one that works both schools and her name is Dr. Nancy Blackstone. Another concern was Mr. Bailey doing duel rolls. He is the one the students go to if they need help and also a disciplinary. Whenever a student needs someone to talk to Mr. Bailey will invite a female teacher or staff member for support. | Shanaka Weerasooriya |
| **Questions and Comments** | 1. Do you have a school photographer? Yes, and we have invited Lemon Bay High School’s T.V. Production class to our school for projects they may be doing. 2. Would you consider doing an open house on a Saturday to accommodate working families? We would but right now little league is going on and most children would have games. 3. As far as volunteering 10 hours; will there be any other options like paying a fee or donating items? This is something we can look into. 4. For this IXL program, does Venice SKY use it? No they do not. |  |
| **Community Comments** | 1. Would like to see discipline be more consistent. . Before Mr. Meyers stepped out he added to the discipline discussion that he feels there is no consistency in the discipline at the school. He has had personal experiences with his student being in trouble but the student who started it did not get any sort of punishment. Mr. Bailey reassured him that all students are handled according to what they have done. The punishments can range from a stern talk to out of school suspension. Mr. Bailey prefers to keep a student in school as much as possible to help them stay on track with their education. 2. Very happy with the school and the one on one interaction with teachers and students. 3. There is a lot of talk around town about how wonderful the school is. |  |
| **Action Items** | 1. The board would like the meeting times moved to 6pm instead of 5pm. |  |
| **Adjournment** | * Motion was made and approved to adjourn at 6:14pm |  |

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| **Next Meeting Date:** | 3/22/2016 | **Time:** | 5:00 PM | **Location:** | Conference Room |

**Materials distributed with the minutes:**

1. **Quotes for security system, flyer for open house, agenda, and spring carnival flyer.**