

# **Sarasota Military Academy Foundation, Inc.**

## **BOARD OF DIRECTORS**

### **MEETING MINUTES**

12 March, 2019

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#### **Board of Director Members' Attendance**

##### **Present:**

Mr. Howard G. Crowell, Jr., LTG USA (Ret), Chairman  
Mr. Herb Jones, Vice Chairman  
Frederick Derr, CAPT USN (Ret), Treasurer  
Ms. Alexandra Quarles

##### **SMA Administrative Staff in Attendance:**

SMA-MAJ CJ Bannister, Chief Development Officer, SMA Foundation Inc.; SMA-MAJ Steve Kok, Director of Finance

**Guest:** Mr. Ron Skipper

**Absent:** SMA-COL Christina Bowman, Executive Director of Schools; SMA-LTC Fred Fout, Head of School, High School Campus; Mr. G. Lowe Morrison

**Location:** SMA High School campus. The chairman called the meeting to order at 2:34 pm.

Chairman Howard Crowell introduced Mr. Ron Skipper who is a local retired attorney that has expressed interest in joining our board.

#### **Motion to Approve the Minutes from the 15 January, 2019 Meeting:**

Mr. Frederick Derr moved to motion for the approval of the 15 January, 2019 minutes; Vice Chairman Herb Jones seconded the motion and the board unanimously approved.

#### **Chief Development Officer Report:**

SMA-MAJ CJ Bannister mentioned the approval of the Strategic Plan at the last board meeting and going forward with the hiring of a consultant offset by a grant. She discussed her marketing and development plans including the ambassador luncheon scheduled for the last week of school, the gala in January 2020 with commitments from MacDill as guests and possible guest speakers. The board discussed choosing a guest speaker for the gala that represents a positive image to SMA and potential donors.

SMA-MAJ Bannister discussed the upcoming Les Stroud event partnering with ShelterBox and plans on whether to continue that partnership for next year. She stated the Giving Challenge with the Patterson Foundation was just announced as set for April 2020 with no news on the percentage at this time. SMA-MAJ Bannister discussed other campaigns including an end-of-year mailing, a luncheon in November for Alumni, choosing a president for the Legacy and newsletters to donors and alumni as well as grants are ongoing.

SMA-MAJ Bannister mentioned the activity report including eight press releases, twenty-three mentions, digital marketing and social media and online programs through Donor Perfect. Vice Chairman Herb Jones inquired as to how grants compared from last year in which SMA-MAJ Bannister replied she did not have the tracking to supply that information. Ms. Alexandra Quarles inquired as to whom decides which grant and who approves in which SMA-MAJ Bannister replied that there is a media release form for every PR request and the grants get approved through the department chair and head of school. Ms. Quarles stated three grant meetings at the beginning of the year to plan for the year should be introduced for Clearinghouse. SMA-MAJ Bannister stated that a Standard Operating Procedure (SOP) should be created to set up protocol. Chairman Crowell stated to develop a system to ensure everything goes through SMA-COL Christina Bowman.

SMA-MAJ Bannister discussed other community building events that occurred such as Leadership SRQ touring our school with forty members and Circus SRQ had an SMA night and cadets volunteered in uniform. She also discussed other initiatives such as cleaning out Donor Perfect, the Duckwall Grant, working with Ms. Quarles on preparing and designing concepts for the Donor Wall and creating a handbook about the development office for staff.

SMA-MAJ Bannister discussed the Foundation's goals and budget. She stated she will have a budget breakdown of each event on expenses and sponsorships and will work with finance to ensure numbers are correct. Vice Chairman Jones stated to follow-up with the correct people to ensure goal set is realistic. SMA-MAJ Bannister stated she is working on compiling a sponsorship package to give sponsors choices.

### **Treasurer's Report:**

Mr. Frederick Derr discussed the balance sheet, the profit and loss statement and the approval of form 990EZ. He explained the P&L breakdown resulting in a 49K asset in which SMA-MAJ Steve Kok explained not all hours have been logged in due to being hard to track and that it is a rough estimate. Chairman Crowell discussed specific donors and their donations in which Ms. Quarles suggested renaming to Restricted and Unrestricted.

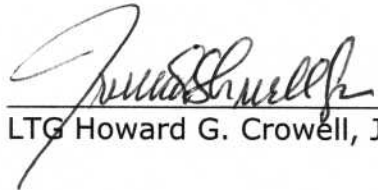
SMA-MAJ Kok explained general and administrative expenses for the Foundation in which SMA-MAJ Bannister suggested the expense for Mainspring be split between SMA and the Foundation and Vice Chairman Jones agreed.

**Mr. Derr moved to motion for the approval of form 990EZ; Vice Chairman Jones seconded the motion and the board unanimously approved.**

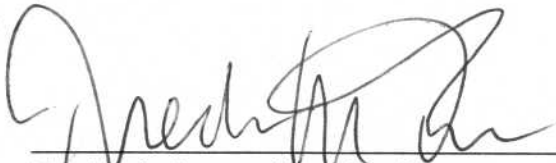
Chairman Crowell discussed the need to attain funds to ensure the continuation with development plans. He suggested to return to the Michael Saunders report

from last summer on the high school's property in which SMA-MAJ Bannister stated she can inquire on compiling a new updated report. Chairman Crowell suggested meeting again with SMA-COL Bowman and SMA-MAJ Bannister. SMA-MAJ Kok stated he will have the lease on the property available for the package.

The chairman adjourned the meeting at 4:12 pm.

  
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LTG Howard G. Crowell, Jr., Chairman

6/11/19  
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Date

  
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Mr. Herb Jones, Vice Chairman  
*Mr. Frederick Derr, Treasurer*

6/13/19  
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Date