

Sarasota Military Academy Foundation, Inc.

BOARD OF DIRECTORS

MEETING MINUTES

15 January, 2019

Board of Director Members' Attendance

Present:

Mr. Howard G. Crowell, Jr., LTG USA (Ret), Chairman
Mr. Herb Jones, Vice Chairman
F. Steven Herb, Esquire, Secretary
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-COL Christina Bowman, Executive Director of Schools
SMA-MAJ Steve Kok, Director of Finance

Absent: 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 2:33 pm.

Motion to Approve the Minutes from the 1 August, 2018 Meeting:

Mr. Frederick Derr motioned for approval of the 1 August, 2018 minutes; Mr. F. Steven Herb seconded the motion and the board unanimously approved.

Motion to Approve the Minutes from the 6 September, 2018 Workshop:

Vice Chairman Herb Jones motioned for approval of the 6 September, 2018 workshop minutes; Mr. Herb seconded the motion and the board unanimously approved.

New Business:

Chairman Howard Crowell invited Mr. Ron Skipper as a guest to the Foundation Board. Chairman Crowell stated Mr. Skipper has expressed interest in becoming a board member and would be a great addition. He also stated Mr. Phil Delaney as another new prospect to become a member of the board. Mr. Herb concurred that Mr. Delaney would also be a great addition.

Chief Development Officer Report:

SMA-MAJ CJ Bannister distributed hand-outs detailing marketing events and press releases summary. She stated her goal is to create a legacy for alumni and to continue planning the SMA Gala event in January 2020. Chairman Crowell inquired as to who will receive an invite to the Gala and challenged the board to invite friends. SMA-MAJ Bannister stated the invites will go to all donors and ambassadors with the cadets simulating a Military Ball.

The board discussed the financials of the foundation along with the individual campaigns. SMA-MAJ Steve Kok stated that a detailed report will be available for the next board meeting. Ms. Alexandra Quarles stated that a budget per each event utilizing the industry standard formula needs to be supplied along with a budget for direct mail using the standard formula.

SMA-MAJ Bannister discussed an Ambassador event held in May of 2019 and working with SMA-CPT Monika Chenkus on the reformatting of the weekly newsletters along with creating a quarterly newsletter for donors. SMA-MAJ Bannister stated an upcoming meeting with Ms. Katie Burns of the Education Foundation on modifying our grant-writing. She also discussed the Les Stroud Event in April in conjunction with ShelterBox Canada this year and the details of the three day event. SMA-MAJ Bannister mentioned designing a "Wall of Donors" in the front office for donor recognition.

Chairman Crowell stated that the face of the school is SMA-COL Christina Bowman and her role needs to be out in the community. He also stated to create a plan for utilization of the Board and SMA-COL Bowman to be out into the community more. Chairman Crowell stated to establish a detailed plan on how SMA-MAJ Bannister would like to utilize the board such as purchasing tables at the Gala. SMA-MAJ Bannister stated she will put together her suggestions for the board to engage and will send out via email.

SMA-COL Bowman presented two dates set with both heads of schools for board to invite potential donors to observe formation and tour both schools. She detailed the tour would first start at the Prep and then the high school with a late formation. Vice Chairman Jones discussed requirements of board members should be re-visited prior to accepting new members such as a mandatory monetary contribution.

Treasurer's Report:

Mr. Frederick Derr stated spending more time with SMA-COL Bowman, SMA-MAJ Steve Kok and SMA-MAJ Bannister is needed prior to next board meeting and will be able to provide a more detailed report.

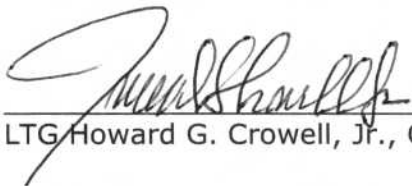
SMA-COL Bowman stated that she will send out a confirmation on the two dates for donors. Also, she stated the new lot needs to be ready for use and computers will gradually need to be replaced since Microsoft will no longer support Windows as of June 2019.

SMA-COL Bowman discussed FTE for January of 2019 and that currently we are at seventy percent of prep eighth graders enrolling in the high school and would like to increase that to eighty percent this year. She stated SMA brochures will be delivered to realtors representing the new developments out east.

Chairman Crowell commended SMA-COL Bowman for getting a handle on expenses. SMA-MAJ Bannister discussed the challenges in creating fundraising campaigns that don't coincide with club, sports and/or school fundraising efforts. Chairman Crowell understands the obstacles and would like to see each campaign broken down by funds raised.

The Board changed the next meeting from April 9th at 1:30pm to March 12th at 2:30pm.

The chairman adjourned the meeting at 3:55 pm.



LTG Howard G. Crowell, Jr., Chairman

3/12/2019
Date



Mr. F. Steven Herb, Esquire, Secretary

3/12/2019
Date