

Sarasota Military Academy Foundation, Inc.

BOARD OF DIRECTORS

MEETING MINUTES

26 June, 2018

Board of Director Members' Attendance

Present:

Mr. Howard G. Crowell, Jr., LTG USA (Ret), Chairman
Mr. Herb Jones, Vice Chairman
Ms. Alexandra Quarles
Mr. G. Lowe Morrison

Absent: F. Steven Herb, Esquire, Secretary; Frederick Derr, CAPT USN (Ret), Treasurer

SMA Administrative Staff in Attendance

SMA-MAJ CJ Bannister, Chief Development Officer, SMA Foundation Inc.
SMA-COL Christina Bowman, Executive Director of Schools
SMA-LTC Fred Fout, Head of School, High School Campus
SMA-MAJ Steve Kok, Director of Finance
MAJ Becky Morris, Assistant Head of School, Prep Campus

Location: SMA High School campus. The chairman called the meeting to order at 1:38 pm.

Motion to Approve the Minutes from the 15 May 2018 meeting:

Chairman motioned for approval of the 15 May, 2018 minutes with corrections noted; Vice Chairman Herb Jones seconded the motion and the board unanimously approved with corrections noted.

Chairman Objectives:

Chairman Crowell stated two objectives for today's meeting. He stated the first objective is to specify information needed to facilitate the Foundation. A strategy needs to be created in order for the completion of fundraising and grants for 2018-2019 school year. Chairman Crowell stated SMA-MAJ CJ Bannister and Ms. Alexandra Quarles will work together in retrieving necessary information for completion of the Foundation strategy.

Chairman Crowell stated the second objective to be discussed is defining a short term and long term plan for SMA. He stated a compilation of what's needed is

necessary in defining both plans. SMA-MAJ Bannister inquired if the board would like a read-ahead report prior to future meetings in which all members agreed it would be very helpful.

Chief Development Officer Report:

SMA-MAJ Bannister provided a read-ahead report. She mentioned Mr. Steve Herb emailed a need to create a strategic plan for the Foundation. SMA-MAJ Bannister stated a strategic plan needs to come from the board to include information from the board, SMA administration and SMA staff for completion of grants. Vice Chairman Jones stated Mr. Herb suggests the strategic plan to be compiled in-house by SMA-MAJ Bannister and Ms. Quarles without using outside resources. SMA-COL Christina Bowman inquired as to the grant expiration in which SMA-MAJ Bannister replied the deadline is within six months.

Chairman Crowell indicated a distinction needs to be made by the role of the SMA board and the Foundation board. He stated strategic plans need to include both boards and should be addressed quickly. Mr. G. Lowe Morrison stated the strategic plan for the school to derive from the operating board (SMA board). Ms. Quarles stated that the Foundation plan needs information from SMA in which Chairman Crowell requested that SMA-MAJ Bannister, Ms. Quarles and SMA-COL Bowman work together in compiling a strategic plan. SMA-MAJ Bannister stated the school's plan needs to complete the Foundation's plan and indicated major donors need to be assured of the direction and stability of the school. Ms. Quarles stated the Foundation's role is not to pay operating expenses but to enhance the school's plan and direction.

SMA-MAJ Bannister stated other marketing and fundraising initiatives. She mentioned the monthly giving plan with small monthly donations completed on our website to offsite pay-to-play extra-curricular activities along with other items. SMA-MAJ Bannister also mentioned the restructuring of our website to make it more user-friendly. She stated meeting with the department chairs to create a dream sheet to enhance their classrooms and/or curriculum.

Ms. Quarles stated the need to itemize donations as to unrestricted and/or restricted funds for accounting purposes in which SMA-MAJ Steve Kok replied that it wouldn't be a problem.

SMA-MAJ Bannister stated her current marketing strategies are the monthly marketing campaign, the annual appeal to donors with a follow-up in the spring, and the giving challenge. She stated grants and major donors will be separate and an ongoing effort. Mr. Morrison stated his concern for oversaturating the donors in which SMA-MAJ Bannister stated the monthly giving plan will provide steady income to the Foundation.

Ms. Quarles inquired if an analysis of the donor database has been done in which SMA-MAJ Bannister replied it has not. Ms. Quarles suggested utilizing a company called Wealth Engine to differentiate the donors and maximizing exposure and donations. Chairman Jones agreed that it would be a good idea to purchase this service. Mr. Morrison suggested to create categories on levels of donors and to

identify how to handle major donors. SMA-MAJ Bannister stated she is still cultivating new donors.

SMA-MAJ Bannister stated the initiatives within communications and what has been completed to date. She is currently working with consistent press releases, the restructuring of the website and implementing Academy Ambassadors. She mentioned the brand of "One Academy – Two Campuses" instilled within social media and across all marketing platforms. SMA-MAJ Bannister also mentioned attending the IB training and how impressed she was on learning more on the world class philosophy. She requested a board member to be available for pictures with major donors.

Executive Director of Schools Report:

SMA-COL Bowman stated she will continue her support to SMA-MAJ Bannister in all her efforts. She mentioned a meeting will be held in July to discuss the parking lot situation. Chairman Crowell stated his concerns on the parking situation and suggested speaking with CAPT Frederick Derr in creating a proposal prior to speaking with anyone. SMA-MAJ Bannister stated she spoke to someone at The Pines regarding parking lot.

SMA-COL Bowman stated great hires of new faculty on both campuses is moving forward. She also stated the security mandate and the guardian training for both campuses will be completed by end of week. She mentioned Sheriff Knight has trained the guardians at no cost to charter schools since funding was not supported by district. SMA-COL Bowman stated she is inquiring about a second tiered Security Resource Officer (SRO2) which may be entitled to receive funding but incurs a lower expense. She mentioned meeting with the Tribune and ABC7 to ensure the safety of both campuses.

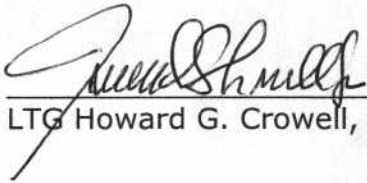
Treasurer's Report:

Chairman Crowell requested a financial report from SMA-MAJ Kok at future meetings in which SMA-MAJ Kok agreed.

Comments:

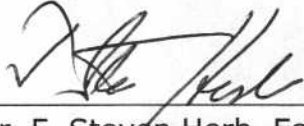
Chairman Crowell reiterated the importance of Ms. Quarles and SMA-MAJ Bannister meeting quickly to create a strategic plan together. SMA-COL Bowman inquired as to the colors of their nametags and it was agreed to have a gold nametag with blue lettering. Vice Chairman Jones stated the next Foundation board meeting will be on 1 August at 1pm and invited the operating board (SMA Board) to attend.

The chairman adjourned the meeting at 3:16 pm.



LTG Howard G. Crowell, Jr., Chairman

Date 8/1/2018



Mr. F. Steven Herb, Esquire, Secretary

Date 8/1/2018