

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

BOARD OF DIRECTORS

WORKSHOP MINUTES

06 September, 2018

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## **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  
Ms. Alexandra Quarles

### **Absent:**

Frederick Derr, CAPT USN (Ret), Treasurer; Mr. G. Lowe Morrison; SMA-MAJ Steve Kok, Director of Finance

### **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

Location: SMA High School campus. The chairman called the workshop to order at 2:38 pm.

Chairman Howard Crowell started the workshop stating every board member should bring a potential donor to our campus for a tour. SMA-MAJ CJ Bannister agreed by also stating that marketing and development go hand in hand with advertising our Academy to the community as well as potential donors.

SMA-MAJ Bannister detailed the marketing initiatives going forward stating the linking of Donor Perfect to create a master database of all donors. She also mentioned the monthly giving program ready to be mailed out as soon as she receives confirmation on the donor matching amount from Sarasota Community Foundation.

The board discussed the advertising direction on county budget cuts, the one-to-one computer program, and additional funds towards our athletic program. Vice Chairman Herb Jones shared his opinion that the community is sympathetic to our situation. The board suggested SMA-COL Christina Bowman create a letter and bring to the next board meeting for Dr. J. Robert Parkinson's review.


SMA-MAJ Bannister read the donations excerpt on the SMA website in which Chairman Crowell stated it read too broad and bland. He recommended supplementing the website with mail and phone calls. SMA-MAJ Bannister explained implementing one marketing campaign at a time as to not encounter donor fatigue. She recommended the letter SMA-COL Bowman write be sent out after introducing the fund.

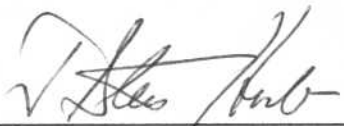
SMA-MAJ Bannister detailed the annual fund should be introduced first and then a letter be sent out next describing the needs and goals of the school and if not able to donate to the monthly fund to then give a one-time donation. Mr. Steven Herb inquired approaching a few donors for specific needs in which SMA-MAJ Bannister replied that she would be directed to the Education Foundation. She also stated she is currently applying for grants through the Education Foundation.

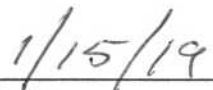
Vice Chairman Jones reiterated what Chairman Crowell stated at the beginning of the workshop to ask the board specifically on who they know and can introduce them to SMA as a potential donor. Mr. Herb inquired if we already have donors in our database in which SMA-MAJ Bannister replied that the list is very slim. Vice Chairman Jones recommended getting Mr. G. Lowe Morrison involved.

The chairman adjourned the meeting at 2:08 pm.

  
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LTG Howard G. Crowell, Jr., Chairman

  
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Date

  
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Mr. F. Steven Herb, Esquire, Secretary

  
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Date