

Sarasota Military Academy Foundation, Inc.

COMBINED BOARD OF DIRECTORS

MEETING MINUTES (VIRTUAL)

14 May, 2020

Board of Director Members' Attendance

Present:

Howard G. Crowell, Jr., LTG USA (Ret), Chairman

Mr. Herb Jones, Vice Chairman

Frederick M. Derr, CAPT USN (Ret), Treasurer

Mr. Anthony Baade

Ms. Alexandra Quarles

Mr. Rafael Robles, Executive Director

Mr. Herb Jones, Chairman, SMA Operating Board

F. Steven Herb, Esquire, Vice Chairman, SMA Operating Board

Mr. Kimball Bobbitt, Treasurer, SMA Operating Board

Ben Knisely, COL USA (Ret), Secretary, SMA Operating Board

Mr. Warren P. Hudson, SMA Operating Board

Ms. Linda Long, SMA Operating Board

Dr. Thomas J. McElheny, SMA Operating Board

SMA Administrative Staff in Attendance

SMA-COL Christina Bowman, Executive Director of Schools

SMA-COL Frederick Fout, Head of School, High School Campus

LTC Ben Weiss, Commandant of Cadets – Senior Army Instructor

SMA-LTC Dr. Catherine Rodriguez, Assistant Head of School, High School Campus

SMA-LTC Abby Williams, Assistant Head of School, High School Campus

SMA-MAJ Steve Kok, Director of Finance

SMA-MAJ Amy Mazner, Athletic Director, High School Campus

SMA-COL Tom Vara, Head of School, Middle School Campus

SMA-LTC Lisa Currie, Assistant Head of School, Middle School Campus

SMA-LTC Ryan Lee, Assistant Head of School, Middle School Campus

MAJ Becky Morris, Assistant Head of School, Middle School Campus

SMA-MAJ Dr. Todd Brown, Director of Outreach

SMA-MAJ Leslie Smith, Athletic Director, Middle School Campus

Guests: Mr. Bill Robertson, The Robertson Law Firm, PA

Location: Virtual

The chairman called the meeting to order at 3:32 pm.

Motion to approve the 18 February minutes:

Vice Chairman Herb Jones motioned to approve the 18 February minutes; Mr. Frederick Derr seconded the motion and the board unanimously approved.

Motion to approve IRS Form 990 for tax-exempt organizations:

Vice Chairman Jones motioned to approve the IRS Form 990 for tax-exempt organizations; Mr. Anthony Baade seconded the motion and the board unanimously approved.

Motion to approve the updated job description of the Executive Director:

Mr. Baade motioned to approve the updated job description of Mr. Rafael Robles, the Executive Director of the Foundation; Vice Chairman Jones seconded the motion and the board unanimously approved.

Executive Director's Report: Mr. Robles discussed his new role and accomplishments thus far. He stated the incredible support from the staff on assisting him in understanding what SMA is all about. Mr. Robles discussed the success of The Giving Challenge in transitioning to an all online campaign with only a two week start. He explained the goal of 50K was almost met with 47K raised which is 11K more than last Giving Challenge. Mr. Robles explained how live and recorded videos were leveraged during the campaign in the 24-hour period with a total of 30K views, 245 unique donors in which 48% were new.

Mr. Robles stated that he is drafting a style guide for marketing and social media purposes. He explained how the message needs to be more coherent with internal and external policies for giving through the Foundation. Mr. Robles stated he is also drafting a communications plan to donors addressing their concerns and fears as well as continued communication with academy wide news. Chairman Crowell inquired as to how we can leverage the performance of our academy during the pandemic to interested donors to explain how we are different in which Mr. Robles replied that he is working with Dr. Todd Brown, MAJ Becky Morris and SMA-LTC Lisa Currie on communicating that message.

Treasurer's Report: SMA-MAJ Steve Kok provided a read-ahead report on current financials of the Foundation with a breakdown of restricted and unrestricted funds. He discussed the monies owed to SMA in which Chairman Crowell replied that they

will discuss terms of payback at a later date. Chairman Crowell stated that he will sit down with Mr. Robles to discuss financial objections.

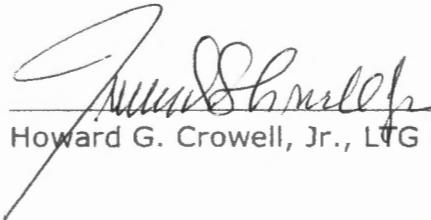
Chairman: N/A

Old Business: N/A

New Business: N/A

Public Comments: N/A

The chairman adjourned the meeting at 3:59 pm.



Howard G. Crowell, Jr., LTG USA (Ret), Chairman

6/11/2020
Date

Frederick M. Derr, CAPT USN (Ret), Treasurer

Date

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Chairman: N/A

Old Business: N/A

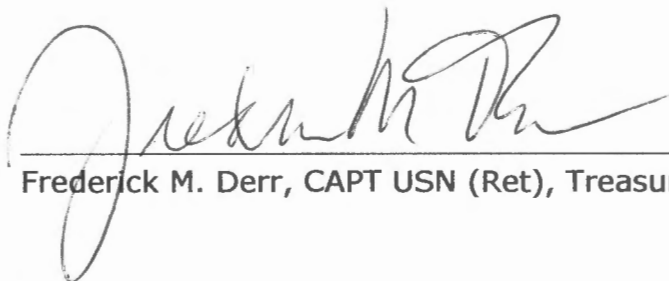
New Business: N/A

Public Comments: N/A

The chairman adjourned the meeting at 3:59 pm.

Howard G. Crowell, Jr., LTG USA (Ret), Chairman

Date



Frederick M. Derr, CAPT USN (Ret), Treasurer



Date