

Sarasota Military Academy Foundation, Inc.

BOARD OF DIRECTORS
ANNUAL MEETING MINUTES

11 June, 2020

Board of Director Members' Attendance

Present:

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

Mr. Rafael Robles, Executive Director

SMA Administrative Staff in Attendance

SMA-COL Christina Bowman, Executive Director of Schools
SMA-MAJ Steve Kok, Director of Finance

Location: Virtual

The chairman called the meeting to order at 4:05 pm.

Motion to Amend the Agenda:

Chairman Howard Crowell motioned to approve the amended agenda; Mr. Frederick Derr seconded the motion and the board unanimously approved.

Motion to Approve 14 May, 2020 Minutes:

Vice Chairman Herb Jones motioned to approve the 14 May, 2020 minutes; Mr. Anthony Baade seconded the motion and the board unanimously approved.

Executive Director's Report: Mr. Rafael Robles provided a read ahead report. He mentioned the success of the only special event thus far in the Giving Challenge and will receive the total 47K within the first week of July. Mr. Robles presented a detailed outline for the Foundation to include crafting the organization's goals; determining how to utilize Donor Perfect Online efficiently; establishing donor levels with corporate sponsorships, in kind, endowment and legacies contingent to DPO

cleanup; and increasing grant submissions especially COVID-19 related and will receive total expenses from SMA-MAJ Steve Kok. He discussed the monetary fundraising goal for this year would be 160K-180K with a 30% increase the following year to meet 234K and that he expects to exceed those figures by acquiring new donors and increase the gift size.

Mr. Robles discussed the need of raising brand awareness with the marketing and communications area a key component as community outreach is critical. He stated drafting job descriptions to acquire staff as well as a strategic plan with proposed goals. Mr. Robles expressed the importance of expanding our Alumni outreach and Alumni Association to compile their successes along with service academies attendees.

Mr. Robles discussed the partnership with PODS and their donation of a POD for uniform pickup in Fort Benning, Georgia and delivery to SMA that will be housed on campus till September. He explained how critical analyzing the metrics and benchmarks for successful campaigns. Chairman Crowell stated to have the strategic plan approved by August meeting.

Treasurer's Report: SMA-MAJ Steve Kok provided a read ahead report. He stated that he will set up a meeting with Mr. Frederick Derr, Mr. Robles and himself to determine how to proceed with finances along with reviewing Donor Perfect Online costs. Mr. Robles replied that line items need to be put in place to illustrate a more clear way of where monies are coming from. Chairman Crowell agreed and stated to have in place for August meeting. Mr. Derr also agreed that Foundation monies need to be concisely tracked and although never handled before, will coordinate with Mr. Robles going forward.

Chairman: Chairman Crowell commended Mr. Robles for transitioning so quickly to his new role.

Old Business: N/A

New Business: Chairman Crowell welcomed a new board member and recommended a motion to approve.

Mr. Derr motioned to approve Dr. Tom McElheny as a new board member; Mr. Baade seconded the motion and the board unanimously approved.

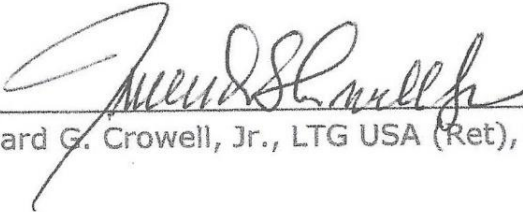
Chairman Crowell presented the proposed board of directors for the new term as himself remaining as chairman, Vice Chairman Jones remaining as vice chair, and Mr. Derr remaining as secretary and treasurer.

Mr. Derr motioned to approve the proposed board of directors for the new term; Vice Chairman Jones seconded the motion and the board unanimously approved.

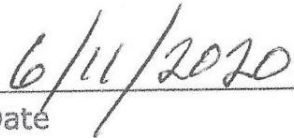
SMA-COL Christina Bowman mentioned the conflict of interest form needs to be signed and returned to her. Vice Chairman Jones commended Mr. Robles on his strategic plan draft.

Public Comments: N/A

The chairman adjourned the meeting at 4:31 pm.



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



Date



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



Date