

**Sarasota Military Academy Foundation, Inc.**

BOARD OF TRUSTEES

MEETING MINUTES

30 SEPTEMBER 2021

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**Board of Trustee Members' Attendance**

**Present:**

Howard G. Crowell, Jr., LTG USA (Ret), Chair  
Mr. Herb Jones, Vice Chair  
Frederick M. Derr, CAPT USN (Ret), Treasurer  
Thomas J. McElheny, EdD,  
Mr. Rafael Robles, Executive Director

Mr. Warren P. Hudson, SMA Operating Board  
Mr. Jim Tollerton, SMA Operating Board

**Absent:** Mr. Anthony Baade

**SMA Administrative Staff in Attendance**

SMA-COL Christina Bowman, Executive Director of Schools  
SMA-LTC Steve Kok, Director of Finance  
MAJ Becky Morris, Assistant Head of School, Middle School

Location: SMA High School Campus

The chair called the meeting to order at 2:33pm.

**Motion to Approve 17 June 2021 Minutes:**

Dr. Thomas McElheny motioned to approve the 17 June 2021 minutes; Vice Chair Herb Jones seconded the motion and the board unanimously approved.

**Financial Report:** Mr. Rafael Robles presented the financial dashboard of the foundation. He explained the breakdown of total revenue and expenses and provided the documents to support that breakdown. Mr. Robles explained the grant expense number as restricted funds that were donated and then transferred to SMA operating account towards the designated purpose. He agreed that the grant

expense name may be confusing and will work with SMA-LTC Steve Kok and accounting to clarify better.

**Business Partnerships:** Mr. Robles discussed the opportunities of a business partnership with New College of Florida. He stated the synergies between the two schools can present opportunities of collaboration in many areas such as marine science, technology and combined grant initiatives. Mr. Robles mentioned their admissions department offering our cadets guaranteed admissions and is working towards solidifying the partnership with a Memorandum of Understanding.

**Business Sponsorship:** Mr. Robles discussed creating a business sponsorship program for the academy and is concentrating on the high school campus first. Mr. Jim Tollerton recommended reaching out to the Tiger Bay group as well as the larger rotary clubs in the community to assist in promoting the business sponsorship program.

**Alumni:** Mr. Robles discussed launching the Alumni Program with a newsletter to obtain updated contact information. He explained working with an alum, Jessiah Straw, in creating mini chapters whose goal is to provide outreach to their classes as well as ways to give back to SMA.

**The Louis and Gloria Flanzer Trust Match Program:** Mr. Robles provided the year to date total donations from the Flanzer Trust Match Program and stated more unrestricted funds are needed. He thanked the board members who continue to support SMA through this match program.

**Audit:** Mr. Robles explained how the SMA Foundation is a component of SMA and participates jointly in the audit. He recommends the SMA Foundation conduct their own audit for full transparency to grantors and grants. Mr. Robles stated that there will be an additional fee to the SMA Foundation to conduct the separate audit and the board is required to approve.

**Dr. McElheny motioned to approve moving forward with the appropriate steps in securing a separate audit without amending the bylaws; Vice Chair Jones seconded the motion and the board unanimously approved.**

**Marketing / Communications:** Mr. Robles discussed a meeting with SpeedPro on creating marketing pieces throughout the campus emphasizing on a wall wrap at the front entrance. The board agreed with the direction and stated to continue moving forward in securing graphics.

Chair Howard Crowell inquired as to the Donor Wall in the front office in which Mr. Robles replied that a few components are completed and is moving forward. Mr. Robles inquired to the board as to their corrections on the tri-fold marketing piece in which the board offered their recommendations and stated to move forward.

**Strategic Plan:** Mr. Warren Hudson commended Mr. Robles on creating the marketing version of the strategic plan. He recommended that a printed version be produced in which Mr. Robles stated that he will obtain quotes.

**Chair:** N/A

**Old Business:** N/A

**New Business:** Vice Chair Jones stated that he is pleased to hear the Donor Wall is moving forward and is excited to have a more enticing entrance with the wall wrap.

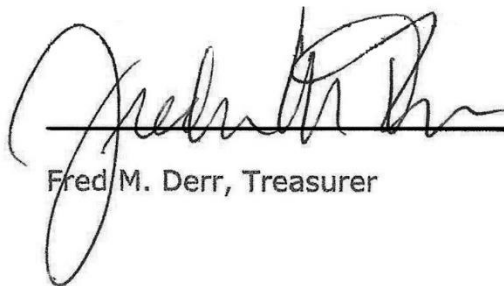
**Public Comments:** N/A

The chair adjourned the meeting at 3:46 pm.

  
Howard G. Crowell, Chair

01/20/2022

Date

  
Fred M. Derr, Treasurer

01/20/2022

Date