

MEETING MINUTES

Name of Foundation: Georgia Charter Education Foundation

Board Meeting: Georgia Charter Education Foundation Development Committee Meeting

School(s): Coweta Charter Academy at Senoia

The minutes of Sunshine Law meetings need not be verbatim transcripts of the meeting. These minutes are a brief summary of the events of the meeting.

Date:	Start	End	Next Meeting:	Next time:	Prepared by:
March 23, 2022	12:05pm	12:54pm	April 20, 2022	12:00pm	Anna Nuckolls
Meeting Location:					
Coweta Charter Academy 6675 Hwy 16 E Senoia, GA 30265					
Attended by:					
Board Members: Beth Duncan, Board Director			Other Attendees: Reagan Hage, Director of Finance and Operations, NEI Anna Nuckolls, School Enrollment Administrator, Board Liaison		
Absent:					

CALL TO ORDER

Pursuant to public notice, the meeting commenced at 12:05pm with a Call to Order by GCEF Board Chair, Beth Duncan. Roll call was taken, and quorum established.

I. DEVELOPMENT COMMITTEE

- **Amend Agenda**
 - Reagan Hage amends the development committee meeting to add to the agenda the review of the annual marketing discussion held on March 22, 2022.
- **UPDATE ON FY22-23 MARKETING DISCUSSION**
 - Anna Nuckolls, CCAS School Enrollment Administrator, gave an overview of the marketing discussion held on March 22, 2022. The discussion overviewed what went well this school year, marketing ideas/plans for next school year, and other marketing housekeeping items.
 - There was discussion about past community events and continuing them next school year. The community events to partner with local business and maybe even police department and fire department as well.
 - Beth Duncan requested Anna Nuckolls to develop a wish list of marketing ideas and costs for those ideas. Anna Nuckolls will include a wish list to the marketing calendar that is separated out with total costs. This wish list and marketing calendar will be shared with committee by the next committee meeting.

- **Update on domain ownership**
 - Reagan Hage updated the committee on the request of domain ownership. Mr. Hage stated that the request has been elevated to CEO and the head of CSUSA's legal team to work on this request for the board.
 - Beth Duncan, Board Chair, requests that the ownership of domain name, social media accounts, email system, etc. should be transferred to Coweta Charter Academy for ownership by June 1, 2022.

- **Update on bid for school video**
 - Reagan Hage, NEI, updated the committee regarding the Video RFP. The RFP for the video shoot has been sent out and currently in the waiting for bids from companies. The submission deadline for bids is on April 20. The selection of the bids will be chosen on May 18 with completion of the work done in September 2022. The RFP that was sent out was forwarded to Beth Duncan and Anna Nuckolls to review.

- **Update on ad in Meriwether County Paper for new teacher and students**
 - Anna Nuckolls, CCAS School Enrollment Administrator, suggested the school waits to place an ad in the paper until July and August. Mrs. Nuckolls requested getting a quote for placing an ad in Sunday publication as well as inserts in the Meriwether paper. Mrs. Nuckolls will contact the paper to request a quote for Sunday ad and preprints.
 - Reagan Hage, NEI, suggested to place online social media ads during the same time as the print newspaper ads targeting Meriwether in July and August.

- **Print materials:** Beth Duncan inquired about our print materials and what company do the print materials come from. She suggested using local businesses to use for print needs. She also recommended Signarama as a company since it is local.

- **Introduction to Leader of PTC**
 - Beth Duncan would like an introduction to the leader of the Parent Teacher Corporative (PTC).
 - Anna Nuckolls is set to introduce the leader of PTC to the committee and will coordinate a time to meet.

- **Invitation to Join Development Committee**
 - Beth Duncan would like to see if the leader of the PTC be interested in joining the development committee meeting.

II. PUBLIC COMMENTS

- Offered for public comments
 - No outside attendees to provide comments.

III. ADJOURNMENT

Meeting was adjourned at 12:54pm to end the March 23, 2022, Georgia Charter Education Foundation Board Development Committee meeting, as presented.



Danny Nungesser, Board Chair

Date: April 19, 2022

