

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: |
|---|---------|--------|-------------------------|------------|---------------|
| February 23, 2022 | 12:00pm | 1:00pm | March 23, 2022 | 12:00pm | Anna Nuckolls |
| Meeting Location: | | | | | |
| Coweta Charter Academy 6675 Hwy 16 E Senoia, GA 30265 | | | | | |
| Attended by: | | | | | |
| Committee Members: Beth Duncan, Board Director Reagan Hage, NEI Anna Nuckolls, School Enrollment Administrator, Board Liaison Teresa Ellison, CCAS Principal | | | Other Attendees: | | |
| Absent: | | | | | |

CALL TO ORDER

Pursuant to public notice, the meeting commenced at 12:00pm with a Call to Order by GCEF Board Chair, Beth Duncan. Roll call was taken, and quorum established.

I. DEVELOPMENT COMMITTEE

- **Marketing Plan Discussion**
 - Public Notice and Agenda Structure
 - Reagan Hage, NEI, discussed placing the development committee report as part of the board's agenda like the Finance Committee.
 - Beth Duncan, requested that the school's logo be added to the public notice and agenda; so the public and school community understands the GCEF Board is part of CCAS.
 - Reagan Hage and Beth Duncan discussed the structure of the public agendas for the board meetings. The board will present a new structure of the public agenda and any additions or changes to be reviewed by the board attorney.
 - Reagan Hage, NEI, reviewed with Beth Duncan the questions she gave regarding expenses in the marketing budget, such as professional photography, lead generations, and other expenses.
 - Mr. Hage read a statement from LIFT Media reviewing the impressions of the lead generations.

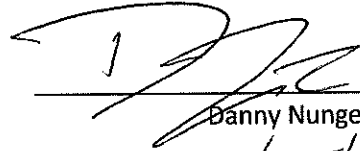
- Beth Duncan requested to have a breakdown of the cost from lift media and the proposal given of LIFT Media.
 - Beth Duncan inquired about the additional fees for CSUSA and LIFT Media in the marketing budget and requested more information on what those funds are used for.
 - Reagan Hage read a statement from Maggie Ramsey, CSUSA National Marketing Director.
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- Beth Duncan requested Reagan Hage to forward the email statements from lift media and Mrs. Ramsey's statement to review and also copy Anna Nuckolls on the forwarded emails.
 - Beth Duncan inquired about the school's policies and procedures and specifically regarding purchasing. She requested the policies and procedures be accessible to the GCEF Board for review.
 - Beth Duncan inquired about the school's website and asked who owns the school's domain name and social media access. Mrs. Duncan requests that the board should have the rights to own the URL. Mr. Hage will follow up with the development committee with the information requested.
 - Beth Duncan mentioned to the development committee possible fundraising for the school. Mrs. Duncan inquired about donors choose and asked when teachers receive the donated items who does the items belong to. Teresa Ellison, Principal at CCAS, stated any items donated with donors choose to become the school's property and is logged as inventory.
 - Mrs. Duncan suggests that for large donations be presented to the board to be added to the school's budget.
 - Mrs. Duncan asked if there was a policy or procedure in place for donors choose. Teresa Ellison, CCAS Principal, stated that there is currently no policy or procedure in place but she would like for a policy/procedure to be in place.
 - Mrs. Duncan mentions that donors choose takes 50% of the funds donated. She mentions an alternative company, georgiagives.gov in which the school receives 100% of the funds donated.
 - Beth Duncan mentions an annual fundraiser to raise funds for the school and mentions that many corporations match raised funds. Mrs. Ellison mentions that the school has worked with a few companies that have matched specifically during the Boosterthon fundraiser.
 - Beth Duncan asked if the school places the sponsors on the carpool tags. Mrs. Ellison responds stating that the school does not have sponsors on cartags currently, but the sponsors are listed on monthly newsletter, banners on carpool fence line, and sponsors listed on back of Boosterthon funrun t-shirts.
 - Beth Duncan suggests placing or selling space on the back of carpool tags. Mrs. Duncan will do some research for cost of carpool hanging.
 - Beth Duncan requests for a RPF on a marketing video for the website. Mrs. Duncan suggests postponing the video scheduled for April until next school year and utilize the funds set aside for the video on various advertising for the school's enrollment.
 - Reagan Hage, NEI, reviews the items requested by Beth Duncan and will provide Beth Duncan information on her requested items mentioned in the Development Committee Meeting.

II. PUBLIC COMMENTS

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

III. ADJOURNMENT

Meeting was adjourned at 1:00pm to end the February 23, 2022 Georgia Charter Education Foundation Board Development Committee meeting, as presented.



Danny Nungesser, Board Chair

Date: 3/15/2022

