

## **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.*

<b>Date:</b>	<b>Start</b>	<b>End</b>	<b>Next Meeting:</b>	<b>Next time:</b>	<b>Prepared by:</b>
January 26, 2022	12:02pm	1:00pm	February 23, 2022	12:00pm	Anna Nuckolls
<b>Meeting Location:</b>					
Coweta Charter Academy 6675 Hwy 16 E Senoia, GA 30265					

<b>Attended by:</b>	
<b>Committee Members:</b> Beth Duncan, Board Director Reagan Hage, NEI Anna Nuckolls, School Enrollment Administrator, Board Liaison Teresa Ellison, CCAS Principal <b>Absent:</b>	<b>Other Attendees:</b>

### **CALL TO ORDER**

*Pursuant to public notice, the meeting commenced at 12:02pm with a Call to Order by Committee Head, Beth Duncan. Roll call was taken, and quorum established.*

#### **I. DEVELOPMENT COMMITTEE**

- **Committee Meeting Calendar**
  - The committee determined to establish the development committee meeting to be held the 4<sup>th</sup> Wednesday of every month except for May due to school calendar. The following dates were given to establish the development committee calendar.
  - Calendar Dates of Development Committee: Feb 23 at 12pm; March 23, April 20, May 31
  - No further discussions or questions from the committee were given.

**• MARKETING PLAN DISCUSSION**

- Anna Nuckolls reviewed the committee members the process of establishing the marketing for the school. The members asked to be given more detail about the avenues that Mrs. Nuckolls uses for marketing. Mrs. Nuckolls will send invoices and examples pertaining to the questions the committee members asked in detail for. The reason for the details is to possibly find a local company to partner with to save the school money in the marketing budget for the school.
- The committee members discussed the current marketing budget total. The committee members are interested in increasing the marketing budget for the next school year to better support the school's capacity goals.
- The committee members would like to incorporate all avenues of marketing/advertising for the next school year and would like more of a presence in these avenues. Increasing the budget would benefit in the visibility of the school in the community.
- No further questions or concerns were given by the committee members.

**II. PUBLIC COMMENTS**


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

**III. ADJOURNMENT**

Meeting was adjourned at 1:00pm to end the January 26, 2022 Georgia Charter Education Foundation Board Development Committee meeting, as presented.

  
Sandi Mosher, Board Chair

Date: 2/22/22

  
2/22/2022