

Charter School for Applied Technologies

Board Meeting Minutes

April 14, 2026



Public Comments

Hilary Baran (employee) – here on a visit with her son Colin, who is observing the meeting as part of the duties to gain his Eagle scout

Melinda Cebulski (former employee) – voiced her dissatisfaction with her termination process but did not request and remedy from the Board.

Minutes

- Minutes from 03.10.26
 - Motion to Approve –Mrs. Pasieka
 - Second – Mr. Cornacchio
 - Motion approved.

Presentation: Enrollment Marketing – Mrs. Oliver-Perez

- Mrs. Oliver-Perez discussed the marketing and recruitment campaign - a 5-month branding and recruitment campaign centered around “25-years of excellence in education”, the budget that was spent on the campaign, the various modalities of the strategically placed advertising. This included TV, billboards, vehicles, print and digital, social media and events, bus tour (in partnership with a middle school).
 - Recruitment Funnel
 - Open Houses (a major conversion driver)
 - 6% average increase in applications after open house events
- Mrs. Oliver-Perez discussed year over year applications by grade – with a focus on the middle school as an important strategic decisional age where parents make more permanent decisions about where to send students. Enrollment heavily concentrates in the entry grades. Materials are available in the top 5 languages that are spoken in the community.
 - Strategic partnerships and recruitment with intentionality: Holy Cross Head Start (increased to 50 applications), CSI (Charter School of Inquiry)
 - K (132), 9 (40) – application highlights
- Campaign generated over 1.3 million impressions with digital engagement performing at industry benchmarks and strong interest driven through targeted outreach. Ads that are 15 seconds that are not “skippable”.
- **Geographic expansion – Niagara Falls**
 - Research study analysis
 - Formation of strategic partnerships
 - Use of community influencers and CSAT parent to promote CSAT
- Reframing marketing and recruitment efforts to ensure that CSAT is “the place”
- What’s next?
 - Intentional data driven strategies
 - Next year – enhanced follow up systems to improve application conversion
 - Investment in high-performing areas
 - Multilingual marketing
- Mrs. Oliver-Perez discussed upcoming events that will allow CSAT to create “experiences” for new and current recruitment efforts and awareness outreach.
- Mission work – cornerstone of how we brand our school
- Questions discussed including declining enrollment, numbers, Niagara Falls applications (up to 14!), continued stabilization, data collection, percentage of student population within 14207 that attends our schools, conversion rates for open seats (~62%), applications vs BEDS Day data (seats), applications taken after the lottery
- Attachment – brief overview of slides

Administrative Reports

- **Administrative Report** – Mr. Lyle & Mr. Verrall

- Mr. Lyle – introduced Mr. Verrall and discussed the visit with Susan Gibbons. She will be around next year for the mid-cycle of the 4-year renewal and will bring a team. She liked that she spoke individually with admin teams at each school
- Mr. Verrall – “Moving Forward on the Vision”
 - PLCs
 - MTSS
 - Demming’s Do Check Act Cycle – of continuous improvement
 - SMART goals at all levels of the organization
 - Focus on the mission of CSAT – what does this look like and what are we striving for?
 - Four key strategic objectives (and resulting SMART goals) – anyone in the organization should be able to tie in to at least one of these and set strategic goals
 - Foundational literacy and numeracy
 - Career and Life Readiness
 - Well-Rounded
 - Operational Excellence
 - Action: “families actively seek us out as their first choice for education and employers seek us out for our graduates”
 - NYS Portrait of the Graduate – scaffolded through K-12 (expectations for preparedness)
 - Mission – Vision – Objectives – Board – Cabinet Goals – Department Goals – Team Goals – a five-week cadence of data meetings for PLC mini-goal setting and plan-do-check cycle
 - Brief discussion of Cabinet Goals and Measures – through end of year and summer work
- **Principal’s Report** - Mr. Lutterbein
 - Mr. Lutterbein discussed the update from the high school. Focus on refining MTSS system, culture of learning, and PLC. Work this year has been to streamline the elements and bring them together.
 - RALPH week – (Tier 1) highlighted each character trait and students were recognized for meeting the expectations for that day’s code of character. Belief for how our graduates will use those traits to “attain family sustaining career”. Students know it and teachers are intentional with its delivery. Priorities addressed through Code of Character, for example “sweeps and tardies” as being an area of growth. Strength of our school is in our community.
 - 15% drop in sweeps
 - Essential learning – all departments have identified core practices (PLCs) and have tied them into standards, will leverage those to begin running interventions during NEST prior to exams.
 - PLC – working on teaching assignments for next year currently. We are taking another step into semestering by adding to our master schedule - Global (full year 10th), focus on reading, writing, and critical thinking skills, daily consistency, expanding to Geometry, Earth and Space, and some electives. This will open up the students’ senior years to internship and on-campus experiences (107 internship students next year!) – to maximize their opportunities for developing their soft skills and proficiency and mastery rates.

Permanent Board Committees

- **Quality Assurance** – None
- **Finance** – None
- **Career Readiness** – Mr. Kottakis – (from March packet)
 - Prepare to Fly – successful event that helps students get resources moving forward, most of the seniors attended, health care and job resources
 - STEM goes Red – for students who are interested in the medical field
 - Portrait of the Graduate – cross walking the persistence scale with the P.O.G. to link verbiage together and completed a rough draft, goal in the next meeting is to look at that with the committee to adjust/feedback
 - Paxton Patterson Labs – concept of getting hands-on learning into the hands of students.
- **PTO** – Mr. Campbell
 - Mr. Berti – Mr. Campbell is working on connecting with our Regent to give a tour of our school.

Ad Hoc Board Committees

- **Appeals** – Mr. Donnelly – 1 appeal and it was declined

Old Business

- None

New Business

- **Policy: *Descha's Law*** (receive) – Mr. Loveria – (from March packet)
 - Motion to Approve – Kevin Cornacchio
 - Second – Bryan Carlo
 - Motion approved.
 - We are in compliance with the policy as it stands right now
- **2026-2027 K-8 & HS Calendars** (receive) – Mr. Lyle
 - Calendar was sent out prior to realignment of PD dates with Mr. Verrall
 - PD dates change
 - Aligns with the PLC mindset
 - Motion to Approve – Bryan Carlo
 - Second – John Cinquino
 - Motion approved.
- **Enrollment** – Mr. Loveria
 - We are not taking any additional students at this time
 - Lottery: Sue Bilquin detailed experience of running the lottery, some grade levels took on extra students. Lottery was April 2.
 - Grades K-4 – accepted all students who applied
- **Personnel Report** – Mr. Lyle
 - Mr. Lyle discussed the personnel report.
 - Motion to Approve – Mr. Donnelly
 - Second – Mr. Cornacchio
 - Motion approved.

- Executive session to discuss matters related to personnel/contracts.

- Motion to move into Executive session at 5:50pm – Mr. Donnelly
- Seconded – Mr. Kottakis
- Motion approved
- Motion to leave Executive session at 6:00pm – Mr. Kottakis
- Seconded by – Mr. Carlo
- Resumption of Regular session

- The Board voted to approve Superintendent Eon Verrall's contract.

- Motion to approve Superintendent contract – Mr. Cinquino
- Seconded – Mrs. Pasiaka
- Contract ratified

Adjournment

- Motion to adjourn the Board meeting – Mr. Cinquino
- Seconded – Mr. Donnelly
- Meeting adjourned at 6:05pm

Agenda Setting

Next meeting is **May 12, 2026**

Attendance in person: Joseph Berti, Bryan Carlo, John Cinquino, Kevin Cornacchio, Ian Donnelly, Andrea Pasiaka

Others: Andrew Lyle, Garrick Loveria, Tanya Moore, Bob Shannon, Eon Verrall, Sue Jurewicz, Brett Lutterbein, Patrick Heyden, Dara Seeley, Sarah Monaco, Lindsay Gress, Chris Bigouette, Shane Lynch, Dan Scholze, Tara Puff, Nicole Killion, Hillary Baran, Sue Bilquin, Kara Oliver-Perez, Melinda Cebulski