

# Aspire Trade High School BOD Meeting Minutes

**Location:** Zoom Call

**Date:** December 16, 2021

**Time:** 6:45 pm – 7:45 pm

## In Attendance

Board Chair – Lauren Nicholson

Vice Board Chair – Jennifer Nichols

Secretary – Marianna Sartin

## Absent

Treasurer – Jim Secunda

Board Member – Amanda Cuff

## Agenda Items

### 1.) Review and Approve November 18, 2021, Minutes

November Meeting Minutes approved.

**Motion:** Lauren Nicholson: Motion to approve as written. Marianna Sartin seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Marianna Sartin, Lauren Nicholson.  
Voted yes in absentia: Amanda Cuff and James Secunda.

### 2.) Meetings

#### a. CSAB Ready to Open Meeting

We had our training class yesterday. We will need to divide up the materials they gave us to give to our ATHS new hires. For example, there is detailed and useful information for the EC Director and other roles, we need to make sure that the individuals that have those job responsibilities get the information. We will cover this information in our next board meeting.

#### b. SBE request

The State Board of Education has reached “consensus” on our delay, which essentially means “yes” they approve it. They will have their formal vote in January.

### 3.) Marketing

**a. Facebook Ads and Marketing**

We are running our Facebook ads the first two weeks out of every month. So far in December we have only received one student enrollment form. We have 53 completed student interest forms to date. Jennifer has some additional paper ones to give to Cathy to enter in the office. We continue to get high traffic to the website and lots of “likes” and “shares” of the actual ad as it posts in users feeds. We will need to look at billboard advertising. How do we reach middle school families? It is very difficult to get permission to solicit at a CMS school as they consider us a competitor. What public events could we attend? Let’s look at town festivals in Lincolnton, Denver, Huntersville, Mooresville and the University area. Matthews has “Matthews Alive” Festival, and Freedom Park has “Art in the Park” in September 2022. Cathy will contact Charlotte Observer about their school guide. Currently they have not been publishing it, but they may start it up again. We could also look at middle school sporting events and tournaments and set up a table there. Lauren will look into it and Jennifer will check if Heidi knows of any middle school sporting events. Could we have a table at a professional game at the Panthers, Hornets, or Charlotte Knights baseball? We could check with the Aquatic Center in Huntersville too.

**b. Meetings – Ada Jenkins**

Jennifer will meet with both Ada Jenkins and Caterpillar Ministries again. Jennifer has more completed forms for Cathy to enter. Jennifer will also begin meeting with churches.

**4.) Documents for Board Approval**

The following sections were reviewed and discussed by the board and voted on at the meeting. Absent board members reviewed the materials prior to the meeting and emailed Jennifer their approval of the sections.

**1. Emergency Procedures**

**Motion:** Jennifer Nichols: Motion to approve as written.

Lauren Nicholson seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Marianna Sartin, Lauren Nicholson.

Voted yes in absentia: James Secunda and Amanda Cuff.

**2. Official Employee Agreement**

**Motion:** Marianna Martin: Motion to approve as written.

Jennifer Nichols seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Marianna Sartin, Lauren Nicholson.

Voted yes in absentia: James Secunda and Amanda Cuff.

**3. Policy on Organizations Form to Support the School**

**Motion:** Marianna Sartin: Motion to approve as written.

Lauren Nicholson seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Marianna Sartin, Lauren Nicholson.

Voted yes in absentia: Lauren Nichols and Amanda Cuff.

## 6. Fundraising

- Rick Hendrick and Felix Sabates – Dale is still working on this.
- David Tepper – Jim is working on.
- Gambrel Family Foundation – Dale has left two additional messages and is trying to set a meeting.
- Anonymous Donor – Jim is working on, will set a lunch.
- Tana Greene – we will know the amount when she sells her company in February.
- Whitlock Builders – they requested to see our naming opportunities.

Jennifer is sending all our financial documents to Rob at First Tryon Advisors. She will send updated budgets with the additional 66 kids enrolled (because we have 3 additional classrooms) this week. Engineers are meeting with Samet Builders to value engineer the building and bring the cost back down. Our goal is 225 students enrolled. Jennifer also met with Carolina Caterpillar Simulator people. We are putting in a grant to get 10 different simulators. Carolina Tractor and Equipment would give the actual grant.

## 7. Next Meeting

**Motion:** Motion to adjourn meeting. Marianna Sartin: Motion to adjourn.

Lauren Nicholson seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Marianna Sartin, Lauren Nicholson. Voted yes in absentia: Lauren Nichols and Amanda Cuff.

Our next meeting is scheduled for Thursday, January 20th at 6:45.