American Academy of Innovation Board Meeting
February 20, 2019

Present Board Members: Clint Johnson, Mark DaBell, Rodayne Esmay (by phone), Shawn Perkins
Absent: Julie Goldklang, Chetan Dave, Susan Bond
Present School Admin: Scott Jones, Stacey Thompson, Mia Prazen

Meeting started at: 7:07pm

Motion to accept January 31, 2019 meeting minutes – Mark DaBell 1st/Rodayne Esmay 2nd – All in favor

Marketing and Enrollment Update:
KUTV final advertisement shared with those present. It is currently being run via streaming program platforms. First diagnostic has been run and will be shared out (shows completed viewing of advertisement, including by device). Zip codes in surrounding communities have been targeted.

Instagram marketing has begun – Previously Instagram had to be populated through Facebook first, can now go directly through Instagram (more cost effective).

Updated mailers will go out with new open house dates.

Current enrollment numbers shared. Currently, 164 students accepted and final with 50 pending for a total of 214 students. Enrollment target is 380 students for the 2019-2020 school year. Strategic goal for the year is 70% retention rate.

Financial Review:
Facility Financing/Bond Update: Initial conversation with underwriter, Stifel, happened this week with the administrative team. Financial engagement letter will be signed and move forward.

January financials were shared out on the 303-enrollment budget. State did confirm that we have been approved for funding that was pending and will come through at the end of March. State mid-year financial summary report showed additional funds that were not expected, Jana will confirm with respective departments.

Motion to accept January 2019 financials – Shawn Perkins 1st/Mark Dabell 2nd – All in favor

Policy Review:
BCI System Implementation: A list of references must also be included in the background check policy for each volunteer that will have access to students. Background checks can also be transferred to a different school if the volunteer chooses to do so.

Motion to accept BCI Rapback system implementation policy – Shawn Perkins 1st/Mark DaBell 2nd – All in favor
• Board Member and administration succession: Term limits will need to be specified in board member succession policy.
• Risk Management Plan
• Disclosure policy and procedures

Motion to accept Board Member and administration succession, Risk Management Plan and Disclosure policy and procedures policies – Shawn Perkins 1st/ Clint Johnson 2nd – All in favor

The matter of a new board president was brought up – it was discussed that it would be best to put it on March’s agenda and proceed in March.

Motion to close the meeting – Shawn Perkins 1st/ Mark DaBell 2nd- All in favor.

End Meeting at: 7:52pm