Attendees: AAI Director Scott Jones, AAI Board Chair Julie Goldklang, Mia Prazen, Shawn Perkins, Zakia Richardson, parent visitor, Cayenne DaBell, Utah Association of Public Charter Schools representatives, Royce Van Tassell, and Jennifer

Public comments: ten minutes made available for public comment

Review meeting minutes: Approve prior meeting minutes from November 30, 2016, Shawn Perkins motioned to approve meeting minutes from November 30, 2016, Mia Prazen concurred with the motion. The motion was carried unanimously.

Meeting Agenda Format: Director Scott Jones introduced new meeting agenda model based on Brian Carpenter’s 30-30-30 model. One-third of the agenda is set for Board training and assessment, a third of the meeting on school culture and student outcomes and the last third of the meeting for school business such as financial review and marketing. The board will implement this agenda consistent with the open and public meeting act.

Board Training/Assessment/Follow-Up
- Select board member to schedule monthly governance training: Utah Association of Public Charter Schools (UAPCS) has offered to facilitate training sessions for the board. UAPCS can customize trainings to our needs. Offered members to take advantage of monthly trainings held in Salt Lake City and online as well.

- New board member recruitment discussion: AAI parent volunteer, Cayenne DaBell considering a position on the AAI governing board. The board will continue to actively look for members with finance and/or accounting experience.

- Board Finance & Academic Committees: Two new committees will be formed and report directly to the governing board. Board members will choose one committee to join as well. These committees will meet once a month prior to the board meeting.

School Culture/Mission/Student Outcomes
Monthly Director’s Report:
- Enrollment update 2016-2017 & 2017/2018 Lottery
  Current school enrollment holding steady at 221 students. Administrative staff is working on confirmations for 2017-2018 enrollment of current students prior to the start of open enrollment. The board will receive an additional update on open enrollment next week.

- Second semester transitions: External review for accreditation is scheduled for May 4th
  Second Semester schedule changes for 7th and 8th grade, more homeroom for study skills

School Business: Financial Statement and Marketing Data
- Monthly Financial Review for November and December 2016: The Board was informed the income statement has been calculated based on the initial budget of 280 students and was never amended for the actual operating budget of 220 students. This discrepancy was discovered on December 16, 2016 by Charter Solutions. In addition, the benefits line item did not include all corresponding payroll, state and federal taxes so there is an additional $76K
discrepancy. Therefore the November 30, 2016 is inaccurate. December 31, 2016 financial statement reflects the reduced budget. However, after a fiscal year carryover of $138,622, voluntary payroll staff changes, invoice adjustments, and two months facility lease rollover the net budget will be $22,098.66. A potential contingency plan was discussed if the need arises in the future. Board members reviewed the financial statements. Julie Goldklang motioned to approve receipt of the AAI Income statements dated November 30, 2016 and December 31, 2016 and approved to accept line items changes to the budget as reflected in the December 31, 2016 financial statement. Shawn Perkins concurred with the motion, and the motion was unanimously approved.

-AAI Marketing Plan for 2017-2018: A marketing plan must be given to Boyer Seeking additional $15K for January to June 2017. Most effective marketing has been direct mailers, info-sessions and word of mouth referrals. Door hangers not successful. Most effective means is to spend approximately $4K for 12,000 mailers bundled with scheduled events. Shawn will produce a video to share on Facebook. Hope to gather some footage from Ignite parent meeting, parents and students discuss why they chose AAI. Suggestion to send marketing materials to places where our target market already exists.

Next board meetings are scheduled for February 8, 2017 and March 15, 2017 at 7:00 PM.

Julie Goldklang motioned to adjourn at 8:55 pm, Mia Prazen concurred with the motion.