



**Granite State Arts Academy**

Board of Trustees Meeting

September 10, 2019

6pm @ GSAA

**Attendance: Don Erdbrink, Tony Polito, Mark Gross, Mary-Jo Conlon, Jeff Marquis, Alison Gangler, Renia Friend, Paula Trout, Michelle Barrow, Frank Sharlow, Jamie MacFarland**

**Guest: Kellie Fraser**

**Student Presentation by: Leanne Gregory, Victoria Briggs**

Called to order: 6:00 pm

Public Comment:

- Student presentation of a proposal for a Fall Festival: school-wide, fundraising event with Fall theme. The purpose of the event is to bring the school together, encourage sense of community, and also to use as a fund-raising opportunity. The plan is to take a percentage of any money earned for Triem and give the rest to the school. To be held on October 20th, 9am-5:30pm in conjunction with Beatles band on 10/19/19. Plans are to invite local businesses, local food trucks, farms, concessions, hold a student art sale/bake sale, Yankee Candle drive, live music, opening the school for tours, games and activities as well.
- Board asked questions about fees, time-frame to get the project organized, permissions from town and landlord, organize clean-up. Mr. Gross offered to be the board representative.
- Mr. Marquis made a motion to approve the proposal for the Fall Festival, pending landlord and town approval, and adult supervision. Ms. Trout seconded the motion and the motion was carried.
- Approval of minutes from last meeting. Mr. MacFarland requested the spelling of his name be corrected and Mr. Sharlow was incorrectly listed as having made a motion.
- Mr. Marquis made a motion to approve the minutes of June 10. Mr. MacFarland seconded the motion and the motion was carried.

**HoS Report:**

Beginning of Year: Mr. Polito will be giving the state a formal report on the school, Oct 8, 2019. The report addresses the general goals for this year for the school, organization of board training, will be looking at improving the process for enrollment, other charter changes such as adding an

8th grade. Also adding some activities for afterschool at an additional fee, to encourage younger students to become familiar with the school.

### **Treasurer's Report:**

Enrollment: It is lower than last year, 113 total, 107 NH students. The adequacy, is based upon the number of NH students. The updated budget is attached.

Projected Budget: Ms. Friend discussed the updated projected budget. The figures showed that if enrollment and fund-raising are increased, the budget figures will increase significantly. Being more active in the community will also help with community knowledge of the school which will help enrollment. Mr. Erdbrink also discussed that the marketing video is ready and will help. Participating in Old Home days, Fall Festivals. Ms. Conlon suggested adding information about GSAA to each town's community page/Local Happenings pages online.

ACH update – Funds Collection update: The collection method is helping to increase the amount of Art Fees paid. Ms. Barrows discussed that invoices for this year have been sent out to families that have not yet paid. She asked what the process should be at the end of first quarter if payment has not yet been received.

### **Teachers Representative:**

Mr. Sharlow had no updates.

### **Chair's Report:**

- New Board member applications: Mr. Gross applied to be on the board, as did Ms. Conlon.
- Busing letter: Mr. Erdbrink sent a letter to the Superintendent of Salem schools regarding the busing which is required to be offered by state law. This service would benefit 15 Salem students.
- Salem Festival Sept 21st, Saturday. Mr. Erdbrink asked for volunteers to help. Board members volunteered to show up at the event. To be coordinated with Ms. Friend about what times to attend and where to meet up.
- “React” Free instructional training to identify signs of anxiety – Oct 11th: Ms. Caron is organizing this training for the teachers. Board members are also invited to attend. This is for adults, and students.
- Marketing Update / Fundraising Goal: To raise enrollment and increase fund-raising. Marketing plan is in progress with videos and public marketing. The fund-raising goal is now set to \$140,000. Also asked about each board member committing to bring in more funds as donations, suggesting \$5000 each. Sponsorships for the Gala were discussed, Sponsorships for the Theater, Dance, Music events. The request was made to send any

fundraising ideas to Ms. Friend. Ms. Fraser suggested: raffling off event seats, parking spaces, Electronics drop-off, etc. Mr. Gross asked whether having a scholarship would be possible so that it would be an incentive for increasing enrollment. Other fundraising organized so far is: Pies & Cookies drive, Yankee Candles, Cake Rolls, Braided Breads.

### **Committees:**

- The committees for this year are: Marketing/Fundraising, Admissions, Finance, Academics/Curriculum, Facilities, Governance. Mr. Erdbrink asked board members to consider which committees they would like to join.
- Outreach: The board discussed possible locations in the community for displays of student artwork, other possible student recruiting, Chamber events (9/24 dinner event) and invited any board members to attend.
- Art fee waiver: Ms. Barrow had suggested waiving the fee for the MA students. This will be tabled and talked about at the next meeting. The MA students have already paid for this year.
- Board training: possible fall retreat dates, on Saturdays. Mr. Erdbrink said this would be discussed at the October meeting.

### **Closed session:**

A motion was made by Ms. Trout to enter closed session, and was seconded by Mr. Marquis, the motion was carried and all approved.

Going into Closed session as per RSA 91A:3(A-J) 7:53pm

Discussing the perspective board members.

Going back to Open Session:

The board members voted to accept Mary-Jo Conlon and Mark Gross. Welcome to the board.

### **New Business \***

### **Wrap Up and Adjourn:**

Wrap Up and Adjourn: 7:57 pm closed meeting.

Mr. MacFarland made a motion to adjourn the meeting and this was seconded by Ms. Trout, all approved, and the motion was carried.

\* All new business items will be put in the agenda for and discussed at the next meeting

