

To prepare students for a life of service by teaching, modeling and encouraging Biblical principles while pursuing academic excellence.

Heritage Christian Academy
6312 Quail Run Drive
Kalamazoo, Michigan 49009

Telephone: 269-372-1400

Facsimile: 269-372-6018

Email Address: hcaoffice@hcaeagles.org

Website: www.hcaeagles.org

Board of Directors

Heritage Christian Academy

Open Meeting MINUTES

Date: 8/28/18

Time: 7pm

Location: HCA

MEETING TYPE:	<input checked="" type="checkbox"/> Regular	<input type="checkbox"/> Special
MINUTES TYPE:	<input type="checkbox"/> Proposed	<input checked="" type="checkbox"/> Approved

I. Call To Order

The meeting was called to order at 7PM

II. Roll Call / Opening Prayer

Board Member Attendance:

Mike Wolfe	Chairman	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Greg McCormick	Vice-Chairman	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Anthony Wickey	Secretary	<input type="checkbox"/> Present	<input checked="" type="checkbox"/> Absent
Brad Dennis	Treasurer	<input checked="" type="checkbox"/> Present	<input type="checkbox"/> Absent
Elizabeth Fenstermaker	Director	<input type="checkbox"/> Present	<input type="checkbox"/> Absent
Josh Wickey	Director	<input type="checkbox"/> Present	<input type="checkbox"/> Absent

Other Attendees: were also in attendance. Sue Davidson, David Scott, Randall Hadley, Melanie Simpson, Robin Bartel, Pat Sempert

III. Approval of July Open Meeting Minutes during closed meeting when quorum was met

Motion to approve July minutes

Motion: Mr. McCormick

Support: Mr. Dennis

Ayes: 4 Nays: 0

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IV. Public Comment (*reserved for item/matter not listed on the agenda limited to 5 minutes per person*)

A.

V. Administrator's Report(s)

A. Back to school night 8/27

1. 5 or 6 family folders left

B. First Day

1. Started with prayer around the gym. Impressed with the number of boys that were praying to start the year
2. Sports starting - new Cross Country team, Soccer and Volleyball under

C. Enrollment - >100 families

1. 186 students / potential for a few more

D. Bus has been scrapped due to cost to repair. Repairs worth more than bus

1. Call into K-Christian to see about borrowing their bus and potentially utilizing a magnet that says Heritage Christian Academy
2. Sept 19 - 1st Souled Out group would like to have one mode of transportation
3. HCA has been using K-Christian bus driver in the past

E. Alternatives came in for 7th & 8th graders -

1. Sexual risk avoidance / willing to wait program
2. Biblical principles but not necessarily tied to scripture
3. Parents can opt out
4. Melanie reporting positive feedback from parents that stuck around. Requesting the actual presenter. Need to get on schedule as quickly as possible

F. Greg asking Overall feedback for the 6th grade change to Middle School -

1. 6th grade parents were excited about move to middle school.
2. The Kids want kickball, and parents would like a potential for ceremony similar to years past. This group missed the awards

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VI. Committee Report(s)

A. Ed Policy Committee Report:

1. Mark Jvert - What is a good S.T.E.M. direction and program
 - a) Evolving view - what are the goals for S.T.E.M.
2. Trying to get a meeting on the calendar with staff week of 9/3

B. Marketing and Development Committee Report:

1. Fall Gala Update
 - a) Location - Grace Spring Church Richland
 - b) Caterer - Ryksie's
 - c) Speaker - Joe Stowell from Cornerstone
 - d) Mark Jvert has been hired to lead total event
 - e) The ask - Families and Businesses with \$1,000 donation is the target
 - (1) Updated approximately 900 people in the databases!
 - (2) Melanie has been updating a database as well and it is duplicative, as Mark completes the work, files need to be merged
2. Sue is asking for info for event to post on Facebook, Instagram, Twitter
3. Would board entertain additional Gala's going forward - YES
 - a) Question - with hesitation in using the Champion Group, do we foresee issues with the using Mark, and paying for the evening. Would be the role of a Business Development Director
 - b) Initial goal is 50 families / Businesses sponsoring tables at \$500. This will cover 100% of evening. Everything that comes in that evening will go towards school
4. Marketing team meeting every Wednesday at 8am

C. GENERAL MARKETING

1. Randy and Sue watched a video on marketing with low budget
 - a) Digitally reproduce content through Facebook and Instagram (2 best) methods
 - b) There is a formula, we just need to reproduce the content, School needs help here, Business Development Director
 - c) Enroll hand - \$1,000 a month for 3 months - thinks this is a good idea
 - d) We do have Twitter / Instagram / Feedback
 - (1) Sue is going to post across the 3
 - e) Sue went to ACSI to post articles

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D. School Life Committee Report:

1. No report

E. Technology Committee Report:

1. Two possible quotes
 - a) Cornerstone quote on the server - \$18K
 - b) 60 month lease - \$406 per month
 - c) Continue to understand all possible scenarios
2. Cornerstone saved us \$500 per month on printers. Adjusting P&L
3. Phones are giving us trouble
 - a) Is it the server or the line
 - b) Phone company is saying another line is needed
 - c) Cost for another line - \$80per month
4. Vanguard - door repair. Saved several hundred \$ for
 - a) Door needs to be replaced. No control over any updates
 - b) We can't control the key changes, or the
 - (1) No new teachers can be added, lack of security
 - (2) Need to check with the insurance company on potential to replace - Dawn to contact Eddie Hall
5. Tech committee will put together a formal recommendation for Secant

F. Eagle Backers

1. Fall Frenzy coming
2. Focused on new soccer coach
3. Golf has been paying for volleyball rental.
4. Electric out to the soccer shed
5. Mowers ran over net and they have been replaced
6. Role clarity meeting coming between Administration, Staff and Backers on role clarity

VII. Old Business

A.

Open Action Items

<i>Item number</i>	<i>Action Item</i>	<i>Responsible</i>	<i>Due Date</i>

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VIII. New Business

A. Josh Wickey will be stepping off the board

IX. Public Comment – suspended (*reserved for comments pertaining to agenda items only and limited to 5 minutes per person*)

A. Robin Bartel - Pose a question to The Board

1. How do we see the Backers work and how should we work together?

a) Comment from Mike Wolfe -

- (1) To fill a gap, typically financial, that administration cannot
- (2) Administration should come to us and the Backers should help fundraiser
- (3) Own entity was a parent group
- (4) Eagle Backers go and do larger scale and Coaches team
- (5) Signs on fences are based on sponsorship

b) Comment from Robin Bartell

- (1) Grow school and parents
- (2) Coach goes directly to backers - should go to Administration first to then come to you
- (3) AD and Admin comes back with
- (4) There was a timeline on how long to raise the money for the school and it expired. The goal is to keep it going.
- (5) Mowing - requesting school to utilize a brush hog to mow a strip in the property for Cross Country

2. Ephesians 4 - Strive (sweat) for unity in the body

X. Adjournment

Motion to adjourn

Time:

Motion: Mr. Dennis

Support: Mr. McCormick

Ayes: 4 Nays: 0

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Minutes Certification:

Proposed minutes respectfully submitted,

Brad Dennis
Board Secretary /Recording Secretary

9/24/18
Date

Approved by the Board of Directors on 9/24/18.

Anthony Wickey
Board Secretary

9/24/18
Date