

T.R. Paul Academy of Arts and Knowledge

aka Northern Colorado Academy of Arts and Knowledge

June 13, 2012 6:00 pm

4512 McMurry, Fort Collins, CO 80525

Board Meeting Minutes

OPENING SECTION (20 minutes)

1. Call to Order

Board President

Time Started: 6:21 PM

Pride through Performance

The mission of TPAAK (NCAAK) is to teach students the joy of learning and the importance of expressing individual talent artistically and academically while enhancing community & culture.

2. Roll Call

Board President

Board Members present in attendance:

() Bennett (x) Clark () Crough (x) Gorski (x) Wager - Robertson

3. Pledge of Allegiance

Board President

4. Approval of Agenda

Recommended Motion: Move to adopt agenda as presented (or amended)

Motion made by: Gorski

Seconded: Clark

Roll Call: All aye

5. Consent Agenda

The Board will act upon all items as a package unless a member wishes to remove and separately act upon an individual item.

Recommended Motion: Move to approve Consent Agenda as presented (or amended)

Motion made by: Gorski

Seconded: Clark

Roll Call: All aye

- a. Approval of May 8, 2012 minutes
- b. Approval of May 14, 2012 minutes
- c. Approval of May 31, 2012 minutes
- d. Approval of 25% employee discount for Tech fees
- e. April financials

SCHOOL & STRATEGIC OVERSIGHT (60 minutes)

1. Preschool Report

Issue: need fees paid up by June 30.

Issue: Preschool is lower grossing now than 1 year ago.

Issue: Enrollment is too flexible and hard to manage, need to standardize it.

2. Mosaica Report

Report cards and grades have been sent to parents.

Current enrollments tallied, May: 240, June: 264. Goal is 285.

3. Fund Raising Update

Received expected check from Paul family for \$129,000

Will receive balance check from Paul family for \$71,000 in September.

PreK is running 75% of expected revenue, this is expected right now.

We received our 85% insurance settlement check for Straugh fiasco last year.
Negotiating with Mosaica to waive interest on loan payment deferment.

4. Delinquent Families – status, discussion and f/u re future policies

5. Marketing Discussion – upcoming agenda

Met with Toolbox, getting recruiting activities before October 1, to be more effective.
We need better coverage in Toolbox contract for their activities and accomplishments, remove retainer fees and add in action fees ahead of when they are billed.
We want to track expenses closely, with emphasis on recruiting. They have good ideas.
Need to revise the school flyer.
We have not committed to specific activities for them as yet.
We and Toolbox will be contacting a lead on another school board's ex member to help us with advertising ideas.
Working on a more clear tagline and school "brand".
Everyone knows that the TPAAK website is an issue, being worked on.
We have \$19K in current year's marketing budget unspent, will be using that next year.
Other ideas include having school "swag" of spirit day shirts and other useful branded items, Toolbox and Bill Williams of Mosaica working together to sort out the website, 1-800 number updated, get moving on community activities (Toolbox can direct this). Scheduling more meetings with them. Toolbox needs to give us an activity calendar we can make a difference with.

Champions after/before school care is moving forward. Champions need to get more press to our parents about the program. We want links to our school on their site if we are to put links on ours to them.

6. Strategic Planning

Board member Clark brought up the idea of re-instituting the FREE full-day Kindergarten as a means to brand the school and create a compelling draw for the community. A great deal of discussion went into this. With our current enrollment for next year as a basis of comparison, the following numbers were arrived at to tell the immediate financial hit and what it would take to overcome it. The school would benefit from the improved "feed" upstream if parents liked what they experienced and stayed with the school.

-\$78,200 loss of fees for the currently enrolled 34 full-day K
+\$78,834 IF we get 21 new full-day or half-day K students
-\$40,000 Need another K teacher for 3rd classroom
+\$35,000 Offset by using 2012-13 marketing budget

-\$ 4,366 overall budget deficit with above scenario, for every one more K student, that deficit falls by \$3,754. A great deal of excitement and angst was generated in this discussion.

7. Audience Comments

None.

Board President

8. Board Action – none at this time.

CLOSING SECTION (10 minutes)

1. Executive Session – None requested

2. Adjournment 8:10 PM

Adjournment motion made by: General consent.