

**Advantage Arts Academy
Board of Directors Meeting
Monday, August 13, 2018**



Location: 290 N. Flint Street; Kaysville, UT 84037

Board Members Present: Jodi Hart Wilson (phone), Kim Dohrer, Doug James (phone)

Board Members Excused: Treion Muller, Chris Finley

Others Present: Brandon Fairbanks, Kara Finley (phone), Keiley Bradshaw, Lani Rounds

The mission of Advantage Arts Academy, in alignment with the Beverley Taylor Sorenson Arts Learning Program, is to effectively increase our students' performance in every subject, as well as improve students' core academic capacity, emotional well-being, arts awareness, and social skills.

MINUTES

CALL TO ORDER

- Kim Dohrer called the board meeting to order at 12:04 PM.

CONSENT ITEMS

- **Board Meeting Minutes**

Jodi Hart Wilson made a motion to approve the June 4, 2018 board meeting minutes; Doug James seconded. The motion passed unanimously, voting was as follows:

Jodi Hart Wilson – AYE

Doug James – AYE

Kim Dohrer – AYE

PUBLIC COMMENT

- No public comment.

VOTING ITEMS

- **Board Membership**

The vote was tabled while candidates are considered. Kim Dohrer discussed her membership on the board and her possible resignation upon securing a suitable replacement.

- **Employment of Substitute Teachers Policy**

Brandon Fairbanks reviewed the Employment of Substitute Teachers Policy, the requirements of the policy, and its employment applications.

Jodi Hart Wilson made a motion to approve the Employment of Substitute Teachers Policy; Doug James seconded. Motion passed unanimously, voting was as follows:

Jodi Hart Wilson – AYE

Doug James – AYE

Kim Dohrer – AYE

- **Engage Legal Counsel**

The Board has reviewed legal counsel options and has chosen to engage in legal counsel with Joel Wright at Kirton McConkie based on positive past experiences, billing options, and experience with charter education.

Jodi Hart Wilson made a motion to approve Joel Wright as legal counsel; Doug James seconded. Motion passed unanimously, voting was as follows:

Jodi Hart Wilson – AYE

Doug James – AYE

Kim Dohrer – AYE

- **Education Service Provider (ESP) RFP**

Kim Dohrer and Chris Finley will recuse themselves from the Education Service Provider (ESP) RFP process and have submitted conflict of interest disclosures. Jodi Hart Wilson will head the ESP RFP process with Doug James assisting and will work with legal counsel throughout the process.

Jodi Hart Wilson made a motion to issue the Education Service Provider (ESP) RFP; Doug James seconded. Motion passed unanimously, voting was as follows:

Jodi Hart Wilson – AYE

Doug James – AYE

Kim Dohrer – ABSTAIN

DISCUSSION ITEMS

- **Pre-Opening Checklist Update**

The pre-opening checklist has been updated to reflect an August 2019 opening and the school is on-track with startup activities.

- **Marketing Plan and Enrollment**

Kara Finley reviewed the established branding guidelines, market analysis, and marketing plan. The branding guidelines outline standard colors, fonts, and logo use to maintain the schools brand. The market analysis was updated to include all the current year's growth in the Herriman area, the gains made over the last year, as well as recommendations on reaching out to the target market. The marketing plan maps out activities by month and the platforms that will be used to reach prospective families. The corresponding budget was presented and how the allocated funds will be used over the course of the next year. The next phase of marketing is underway and will be led by the marketing committee.

- **Director Job Posting**

The Board is ready to move forward with posting the Director position and starting to review candidates. The estimated start date is January 2019, and the position will stay open until the Board finds someone who meets the requirements of the job.

CLOSED SESSION

- *Jodi Hart Wilson made a motion to enter a Closed Session to discuss the purchase, exchange, or lease of real property pursuant to Utah Code 52-4-205(1)(d) to be held in the conference room located at 290 N Flint Street in Kaysville; Doug James seconded. Motion passed unanimously, voting was as follows:*
Jodi Hart Wilson – AYE
Doug James – AYE
Kim Dohrer – AYE
Entered Closed Session at 12:19 PM.
- *Doug James made a motion to adjourn the Closed Session at 12:33 pm; Jodi Hart Wilson seconded. Motion passed unanimously, voting was as follows:*
Jodi Hart Wilson – AYE
Doug James – AYE
Kim Dohrer – AYE

CALENDARING

- **Board Meeting**
The next Board Meeting is scheduled for October 1, 2018 at 12 PM. Board members will confirm with their schedules, as this meeting date may need to be adjusted.

ADJOURN

- *Jodi Hart Wilson made a motion to adjourn the board meeting; Doug James seconded. Motion passed unanimously, voting was as follows:*
Jodi Hart Wilson – AYE
Doug James – AYE
Kim Dohrer – AYE

Board meeting adjourned at 12:35 PM.