



2nd Quarter Minutes (December 7, 2019)

Trustees (Present): Gregory Adams (Chair), Derwin Ross (Vice-Chair), Wayne Eley (Treasurer), Marcia Dyson, Tony Upson, Carla Holly, Obi Holly, Troy Priest, Essie Charles, Kysha Biscoe (Secretary) Dr. Marco Clark (Ex, Officio)

Social Media/Web-Design Department and Outreach Business Officer (Present):
Michelle Santos and Helen Compton-Harris

Opening

- I. The meeting was called to order by the Chair. The meeting began with an opening for questions.
- II. The Chair as the Secretary to make a report regarding any old or new business

Treasurer's Report- Finances

- III. The Treasurer presented a report of the current balance and an explanation on disbursements paid by the City Governmental agency (OSSE) based on projected student enrollment.
- IV. The Treasurer reported the overall school balance as of October 1, 2019.
- V. The Treasurer discussed the removal of the FCAP plan from PCSB
- VI. The Treasurer discussed the audit and its findings
- VII. The treasurer discussed the renovations cost for 475 School Street.
- VIII. The treasurer discussed the overall cost of the new facility and our soon to tenant.
- IX. The treasurer discussed the need to ramp up enrollment

Chairman's Report

- X. The Chair discussed the new facility for the 2020/21 school year
- XI. The Chair discussed the need to ramp up philanthropic support. The Chair stated that the Executive Meeting will create a strategic plan to share with the entire BOT around giving.
- XII. A discussion around increasing the marketing campaign to increase the participation of all Community stakeholders.
- XIII. Increased social media presence and text messages were also suggested as a means to increase participation. BOT were also asked to reach out to potential partners personally as a way to increase participation.

XIV. **Vice Chairman's Report**

- XV. Discussed fundraising ideas
- XVI. Discussed the brick campaign
- XVII. Discussed the idea of continuing our participation in the Combined Federal Campaign program. The Vice Chair explained that there is a small fee associated with becoming eligible to participate but the outcome was worth the fee. Any person who works for the federal government can participate in donating a portion of their check to a charity.
- XVIII. The Chair made a motion to accept the fundraising ideas and to allow the BOT with the ideas to get started working. **(Unanimously approved by BOT)**

Social Media/Web Design Department

- XIX. The WDD discussed the need for setting a timeline and sticking to it. WDD also discussed the website and the information included on the website. There was a discussion about including the marketing campaign to the BOT and fundraising activities. It was emphasized how important this marketing campaign is for success now and longevity.
- XX. The Vice Chair discussed having a trifold of information that could be easily placed on the website. The Vice Chair stated that it was not a problem for him to create and add to the site.
- XXI. The WDD discussed the current presence on social media which is FACEBOOK, Twitter and Instagram.
- XXII. The Vice Chair discussed the importance of developing a theme for the year that describes who we are. He also stated that each year we should be working towards achieving a theme.

Business and Outreach

- XXIII. The B&O Director presented the purpose of Business Roundtables for outside guest and potential school partners.
- XXIV. The B&O Director discussed the number of partners RWPCS has amassed over the past 7 years.

Additional Business

- XXV. The BOT will have a check in conference call the 2nd week of each month @TBD

The meeting closed and adjournment