

**Lake Eola Charter School
Board of Directors
Minutes
For March 16, 2011**

Members Present: Jordan Clark, Jeff Bush, Deanna Guiseppi, Pete Clarke, Jim Craner, Mary McCormick, Ronnie DeNoia

Absent: Victoria Shade

Visitors: Staci Baker & Tisa Mitchell (PTSA), Ed Langdon, Sharon Morell

Meeting commenced at 5:37 p.m. & adjourned at 6:53 p.m.

Motion to approve February 2011 minutes with corrections was unanimous.

Old Business:

Annual Housekeeping: J.Clark reported that he feels the following items are Board action items on an annual basis; Bylaws, Budget, Strategic Plan & Director's Review.

New Business:

Financials: E.Langdon stated accounts look fine, revenue figures are up & expense figures are down for the month. The accounts are starting to balance out as we head into the second half of the year & it is time to consider adjusting the budget numbers. P.Clarke motioned to approve the February financials. J.Clark seconded. Vote unanimous.

Directors Report:

- Foundation – \$45,536. Would like to send a letter to parents from the Board or SAC or both, informing them of the need to pay back the money to LECS that was used for the down payment on the building & explain that when money is pulled from the operating budget it hurts programming. There is an increasing need for parents to donate as more cuts are coming, ESE workload is increasing, testing is very time consuming, maybe use pledge cards. Free Dress Days are now also supporting school programs. Discussion held concerning pledge cards, penny sales tax, & county/state funding streams. R.DeNoia stated that all avenues of donating should be available to parents such as cash, check, PayPal, & even credit cards for auto-debit for a monthly donation. Parents must be made aware of the importance of donating.
- Lottery – Was held on 3-2 at the Downtown Library & there was a very large turn-out for the pull, 794 entries in the lottery & only 14 enrolled that night.
- PTSA Survey – Sent out with only 2 questions to respond to concerning adult activities & donating & received back only 8 replies. Upon investigation as to why such a poor return parents indicated that too much communication is coming home & they are not reading everything as a result, however, they did get some donations.
- SAC – Pre-flight assessment on Monday & do not expect any issues at all.
- State Science Fair – 3 students won First Place in their category at the County competition & will advance to the State competition on 3-23.
- National Pottery Convention – Held in Tampa & 3 LECS students received awards & 1 of those students received a First Place award.
- Trips – Looking for field trip underwriters (personal or corporate) to help fund student opportunities.

- Social Media – Need to investigate various social media outlets & determine feasibility to have some presence or capacity there.

Faculty Report: M.McCormick reported a Free Dress Day held today to help raise funds for Field Day on April 15th. The 8th graders had a successful trip to Washington the week of March 7th & the 5th graders will be in Tallahassee on 3-17 & 3-18. The entire school is scheduled to go & see the new Disney film, *African Cats*, for Earth Day on 4-22.

PTSA: J.Clark asked S.Baker & T.Mitchell if they had any suggestions on how best to reach the parents concerning the need for monetary donations. S.Baker said that she feels that the parents need to be spoken to directly face to face as a letter won't work. J.Clark said the parent/school connection is important on all levels & we need to look at all areas to try & improve the results. T.Mitchell stated she was not familiar with the Foundation & that Ms. DeNoia sent something out but it took a personal conversation with a Board member to convey the importance of donating to the Foundation & now she donates thru United Way at her job. J.Bush said he needs to get more information so he feels comfortable telling the story & parents need to be aware prior to enrollment, new parents especially. R.DeNoia said at Back to School Night she sent home a Kindergarten letter with immediate turnaround & it had a positive result & so maybe letters should be incident specific. Discussion held concerning orientation & information disbursement.