

**Lake Country Classical Academy - Regular Board Meeting Minutes**  
**Wednesday, December 2, 2020, 7 p.m.**  
**995 S. Sawyer Rd., Oconomowoc**

1. Call to Order at 7:09 pm
2. Pledge of Allegiance
3. Agenda for the 12/2 board meeting was approved
4. Public Comments – No members from the public were present.
5. Board Meeting minutes from 11/4/20 were approved as distributed
6. Treasurer's report
  - Tax returns filed on 11/12/2020
  - Bart recently updated the budget to reflect 5-year plan
  - Kristina supplied a list of expenses to date
7. Finance, Facilities, & Technology Committee update: Committee will begin regular meetings and work in January 2021.
8. Policy, Communications & Fundraising Committee update
  - Policy: Bill and Kristina will be working on school policies (writing these policies is too big of a project to be combined into the work of the communications & fundraising committee)
  - Communications: Discussed PR and marketing strategies to increase awareness and enrollment. Tactics include:
    - Meet & Greet with principal/open house at school in January
    - Social media posts & advertising
    - Marketing materials (signage, posters & flyers) at select locations
    - Media relations
    - Videos
    - Research & attend community group meetings and Chambers of Commerce
  - Fundraising:
    - Register LCCA as an option for AmazonSmile
    - Grant writing team assembled; developing list of possible grants
9. Ambassadors Committee update
  - Recruited 12 people to be on this committee which meets every-other-month; its purpose is to generate further awareness and bring in larger gifts to LCCA. Anyone interested in joining this committee please contact Tim Peterson, [peterston@salescampaigns.com](mailto:peterston@salescampaigns.com).
  - Identified additional donor possibilities; looking for more one-on-one meetings with larger donors

- Fundraiser on Saturday 12/5/2020, “Elvis for Education”

10. Student recruitment & enrollment update

- First enrollment period (Dec. 1 – 18) is off to a great start. As of day two, we’ve received 178 applications.
- The December enrollment period will close at 5 p.m. on Dec. 18. If necessary, a lottery will be held (by grade) on Monday, 12/21, and families will be notified by noon on 12/21.
- The next enrollment period is scheduled for Jan. 1 – 31, 2021.

11. Old Business

a) Principal Search update

- One of our principal candidate finalists is coming to Wisconsin Dec. 6 & 7 to meet the board and tour the area. He will be interviewed by Hillsdale/the BCSI on 12/9.
- The principal search committee is working on finalizing contract terms.
- Goal is to have an offer made, accepted and contract finalized/voted on at the January 4 board meeting.

b) Back office support/HR fulfillment search

- Meeting with Open Sky on Monday December 7, 2020.
- Heidi is reaching options and will present options and recommendation to the board in Jan. or Feb.

c) School furniture donations

- Received 60+ used student desks from the Greendale School District, and 40+ office chairs for teachers and staff from OnCourse Learning.
- May receive additional furniture donations from GSD again in the spring.

d) Board & Officers insurance update

- Reviewing vendors – Tim will be getting multiple quotes and will provide a recommendation at the Jan. board meeting.

e) Copier: Tim followed up on photo copier located at the school; we may take over the contract from the ALAC.

12. New Business

a) Mailing address change

- Closed our P.O Box; we will begin receiving mail at 995 S. Sawyer Rd., Oconomowoc, WI 53066

13. Adjournment at 7:54 p.m.