

# Lake Country Classical Academy Regular Board Meeting Mintues

**Wednesday, November 4, 2020, 7 p.m.**

**The Abundant Life Apostolic Church,  
995 S. Sawyer Rd., Oconomowoc**

1. Call to Order – Meeting called to order at 7:09 p.m.
2. Pledge of Allegiance
3. Agenda for the 11/7 board meeting was approved.
4. Public Comments – No members from the public were present.
5. Board Meeting minutes from 10/7/20 were approved.
6. Treasurer’s report
  - Plan to file the tax returns by 11/15 – last year of easy file.
7. Finance, Facilities, & Technology Committee update
  - The committee will be meeting for the first time on 12/2/20
8. Policy, Communications & Fundraising Committee update
  - Policy: Developing a list of school policies that need to be written (checking with the WRCCS, Hillsdale College, and other BCSI schools). Will present list at the Dec. committee meeting;
  - Communications/marketing/PR: Updating marketing plan to include specific tactics to promote enrollment in January 2021:
    - i. Larger yard signs along high traffic areas
    - ii. Identifying local businesses, churches, etc. willing to display brochures and/or posters
    - iii. Adverting in print and social media
    - iv. Electronic communication (LCCA website, social media & e-newsletter)
  - Fundraising:
    - i. Researching additional grant opportunities
    - ii. Will be reapplying for DPI planning grant in spring 2021.
9. Ambassadors Committee update
  - Recruited 12 committee members willing and eager to represent LCCA in the community and cultivate donors within their own professional and social circles.
  - First meeting (virtual) on November 11, 7 p.m.
  - Goal: Schedule meetings for Tim / Kristina with potential donors
  - Holiday fundraising event on Dec. 5

10. Student recruitment & enrollment update:

- Approximately 100 families (140 students) have filled out our online Interest Tracker/expressed interest in enrolling their children at LCCA for the 2021-2022 school year.
- Next enrollment information meeting is planned for November 17
- Virtual/Zoom enrollment information meeting planned for November 19
- First enrollment period starts on December 1, 2020

11. Old Business

a) Principal Search update

- Andrew Carico is to Wisconsin to meet the board and tour the area, November 13-14

b) School furniture donations

- Greendale school district: Approximately 35 middle/high school desks; 12 lift-top desks for elementary students (expecting another 75 of these to become available next spring) being moved Nov. 21.
- OnCourse Learning: 50 office/teacher chairs (to be delivered Dec. 6)
- Everything can be stored onsite at the school.

c) Public events:

- The Oct. 17 Fundraising Open House and Oct. 22 Enrollment Info Meeting for prospective families were both well attended.

12. New Business

a) Back office support/HR fulfillment search

- Heidi met with ESI, look at other PEO; will provide recommendation at Dec. board meeting

b) Other new business

- Kristina and Tim will be attending Board training at Hillsdale this weekend
- Kristina to follow-up with the DPI re: charter agreement filing status
- LCCA has been invited to attend a classical school Job Fair at Hillsdale in Feb. 2021
- The church offered a copier/printer to LCCA; Tim to check into age of copier, warranty, etc.
- Board and officer's insurance, and fraud insurance – Kristina to research and acquire this needed insurance.

13. Meeting adjourned at 8:14 p.m.