

Inlet Grove Community High School
Governing Board Monthly Meeting
November 17, 2020 via Google Meet 12:00pm
Minutes prepared by Lynn Barnes

Attendance:

Board Members: Dr. Charles Woodard (Chair), Dr. Barbara Shuler (Co-Chair), Crystal Atkinson -Treasurer, Mrs. Lonnie Martens, Mrs. Mr. Henry DiGiacinto, Clarence Williams

Staff: Dr. Emma Banks, Mr. Francisco Lopez, Mr. Emanuel Ridgeway, Lynn Barnes

Dr. Woodard stated that a quorum of the board members was present and called the meeting to order at 12:05pm. Notice was given in compliance with the Sunshine Law.

Notice of Governing Board Meeting was posted on the Inlet Grove High School Website.

There were no reports from the Board Members or Officers.

Reports and Discussions:

Dr. Banks: The Florida charter Conference for October 20-251, 2020 was cancelled.

- The Annual Charter Review is scheduled for January 20, 2021. I asked why it was changed and they stated there was a lot of concerns with the virus.

Dr. Woodard asked about the Charter Review. Dr. Banks stated that everyone that needed to submit information for uploading has been notified to give their information to Ms. Barnes. Dr. Banks will review the documents over the Thanksgiving Week. In speaking with Dr. Lockhart, teachers out of field with make Inlet get marked down. Dr. Banks had to get something in writing.

Annmarie Sorrell – Mosaic: Dr. Banks explained why she was called to the meeting. There were questions asked at the last Board meeting as to what had been accomplished. We know that due to the Coronavirus that the Mental Health workshop had to be cancelled. The other was the website and other miscellaneous things that you were going to do. Our first contract we had open hour orientation, school choice, parent event and my teacher hero award, the car show, promoting a program to increase community outreach. Strategic partnership development, given a lot of people to partner with the brand ambassador program development. Planned and managed to pop up event that could not happen because of the virus. I'll let you take it from here.

Ann Marie Sorrell: Submitted a recap report to the Board. It contains all the thing they have completed over the past year. Including coming up with a new brand, updated a sponsorship package for my teacher, my hero, updated and enhanced the look and feel of the opening plan documents. In addition to that we provided translation services for both creole and at times in Spanish when If. Lopez was not available to do it for marketing materials. We developed email templates when we sent our various email and campaigns to parents. Social media assemblies for Facebook pages. Created media advisory and press release templates, and wrote a few press releases. There have been two different versions of the promo video when it was edited and new music added and features to it, content to it based on

what was received from staff. In addition to updating providing updates to the current website, we started developing the new website and an update will be given on where the progress is on that. I'm looking for and trying to figure out how to do things better to automate better streamline different functionalities that clients have. Two of the areas we looked at was the admissions process. In researching others schools, whether it be charter schools, private schools or universities, we looked at various admission management platforms that we thought would be useful for antigrowth to incorporate that would streamline the admission process, the parent and student interaction with the staff, as well as creating automated systems in hoe your application process is handled and all of that. Recommendations were made. From a donor and development standpoint, we also thought if was important when looking at the foundation and just looking at remaining money for the school in general that we looked at, or more succinct platform that allows you to not just your donors, but fundraising events as well if you want to set up matching programs, gifting programs, endowment programs. We researched three different platforms and all of them have these functionalities for you to really manage all of your fundraising efforts in one place.

We and the client must be flexible as we go throughout the months and year to understand that situations chance, needs change. Other things may come up that may not have been in the original scope. A lot of what we set out to do, we accomplished what we have completed and it was in progress. Things came up that were created as we went along because those needs arrived and we were flexible enough to adjust and really just try to respond to what the needs of the staff and the school were. We have requested photos from the staff. My last email I sent was we need staff to select the top 20 to 30 photos to be featured on any website. Headshots of staff members, board members and from the advisory board or committee. Headshots and bios are needed. Updated clubs and organization schedule to complete building out the campus life section on the website. Bios and photos to the Career Academy Instructors. My vision was to put more than just a link on the website to make a donation. I wanted to set up a matching gear for corporate companies as well as some other functional features that I thought would be good that these platforms.

The other piece that we saw we could also help with as a part of this contract is doing a report which we believe will definitely help with painting the picture of not only who in a role has grown to be but your accomplishments for this past year, especially barreling through covid and being able have to adjust and what the outlook is for the future.

We didn't do the pop up events. We didn't get to do as many collaborations. But in lieu of that we did the two direct mail campaigns to recruit students we made over. Our staff made over three thousand phone calls to parent to promote the open houses as a part of the recruitment efforts. That was not in original scope. Translations was not in our original scope. The effort to reopen plans and procedures, research in the software platforms, all of those things were not in our original scope, but we still went ahead and did those in lieu of some of the things that we were not able to do. And lastly, we are in the process of nominating Dr. Banks for Walkers' Legacy Award, which is a national award.

Dr. Woodard asked if there were any questions from the Board members. Dr. Shuler replied she was pleased they are reporting that they've been working really hard, and since I'm not there to evaluate what you all have done I guess we'll have to ask Dr. Banks and Mr. Lopez. You have done a fabulous job since the Covid 19. Bases on what you said and looking at this report you really accomplished the goals.

Ann Marie Sorrell: we definitely want to do more and I think there's more, especially on the PR side of things. What was important for us was to get the rebranding done and to get as much of the collateral material done. The website is critical. It is a huge website to do. I don't think we initially, when we first embarked on it realized just the undertaking, but the result in the outcome that we're working on, I think you're going to be very pleased. We looked at University websites and we figured Inlet Grove needs to have the image of a University and not just a high school. We didn't want to have a basic look.

For the last two weeks we haven't interacted as much with the staff to get what we need from them. The last thing we did was the Mathematics Night Flyer and updated the website with that. We haven't had a meeting. We would normally have a Tuesday meeting with Mr. Lopez or Mr. McDermott, but we have not had that meeting for the past two or so weeks.

Mr. Williams asked what are the barriers, if any can we do policy makers to make your job easier and to help accomplish what we all want to accomplish. The success of your presentation and your efforts to enhance our institution. Thank you for your answers.

Ann Marie Sorrell: At the beginning of the school year staff just got busy and then we didn't have a lot of communication and Dr. Banks stepped in and that's when we began having the weekly meeting with Mr. Lopez. We continued to move forward despite the challenges because we know that there's a lot of transitioning happening right now. We wanted to be flexible and ease that pressure from them and just keep pushing for this development of the site.

Dr. Banks will take on the responsibility and I'll give them a certain time to have it. Ann Marie will begin working on the annual report.

Dr. Shuler asked when the contract ends. Ann Marie responded it's between October 30th and mid November 2020. We are going to finish everything we have to complete in this contract period.

Dr. Woodard thanked Ann Marie for an excellent presentation.

Mrs. Martin talked about the contract that Inlet had in place contemplated certain work. And then because of covid that work couldn't be done. My concern was should we be reforming that contract? If you're operating under a contract and then you can no longer perform it because of the circumstances, should it be reformed for everyone's sake. It sounds like I'm understanding that the extra work that you've done evened out going forward, we can handle differently, but for this year, do you feel like it's evened out with the additional website work? For the work you didn't do or are we going to have like a credit next year for the work that you didn't do?

Ann Marie: on every invoice. I think I was going to meet with Mr. Ridgeway yesterday for every invoice we put in the invoice. What we did for that month. So we don't just send a blanket blank invoice that says, you know, we're taking something like that. And what we worked on that month, every invoice has exactly what we worked on for the month. And we have all of the meeting.

Ann Marie

We have all the meeting recordings as well as emails and everything to back up and support the work we've done with the staff for each month

I do believe that what we've done is really justifies what we were not able to accomplish.

Ann Marie

Now is not to say I think that anyone who knows me and I know some of you balance, things out over time, things that let me say to those questions.

Dr. Shuler

know me, some of you don't. I'm all about relationships and long term relationships with our clients. So you hear whatever you didn't get. Now, are you feel like you didn't trust me? You get two or three times more when the time is right and I'm available at any call for whatever staff member my staff is available. We had, I believe, a total of about six to seven staff members working on your behalf this year, three or four of us consistently throughout the year

So you have a team. We're here to work with you. We're here to make sure that Inlet Grove shines. I think there's a lot of ideas, even some things that we were looking to do with Mr. Lopez from a broadcasting putting, making sure he's able to do some weekly broadcasts. So we have few other ideas in areas that we're exploring that I think we can bring to the table that will definitely contain a But knowing Ann I'm sure she gave us probably a lot more than we had in that contract. But and she's about relationship building. I know, because I've worked with in the past. So I'm sure they did far above and beyond what they were supposed to do for that amount of money for that contract. But great question. I have one other question and that I don't know what Mr. Lopez isn't speaking up, because one of the last meetings, he was saying that he had done certain things and that's why I wanted him to speak so well and tell us about his experience with Ms. Sorrell and how she performed her duties.

Mr. Lopez: Thank you Dr. Shuler. I was trying to very clear and concise and to be objective that Ann Marie Sorrell and the Mosaic Group bring a lot to our Organization. The value is incredible. I think they would be able to present us better to an organization who is really well representative. What we do with our students. However, the main thing I'm just hesitant is that we are always challenged, our main challenge is funding. Let's be honest here. A year ago, we didn't have a marketing budget. The year before we didn't have a marketing budget either. And we haven't created a marketing plan. And this year, finally we have the help with some professional and you already can see the results and our images. What they mean, the core of Inlet Grove ideas. What we do is in the growth of our staff. This is what we do. I love what she has done, the logos, the presentations. A couple of things like organizing and coordinating, I think is a bit of a stretch. They help but they don't organize or coordinate. The translation was a onetime translation. I don't want to get into the details on this. I just want to make sure they understand that we had to be frugal with our finances and that we have all the needs for the Governing Board.

If we can afford Ann Marie, absolutely. We have so many ideas with Ann Marie about Broadcasting, about our image, about reaching out to partners. So I am very grateful to have her on board. Our meetings every week was very, very helpful for us and gave us direction.

Dr. Woodard stated Ann Marie wants to finish what she has started and Inlet needs to give her what she needs to finish.

Mr. DiGiacinto: I think people who we should have that have invisible to parents so that we all know so we all know what it is because we're judged every day by the things we do. And I think one of the things

that we do to make is the best possible thing is to get good marketing going with it. So I'm for marketing and the expense. If we have to cut some staff in other places, maybe we have to do that.

Dr. Banks: Updates on teacher Salary – Information was sent out about an increase in teacher salary. The increase was given and not they are saying it was a mistake. Mr. Ridgeway has been communicating with Heather and William.

The District Charter meeting was postponed since they didn't have any new information. I have applied for grants from Publix, Mademoiselle from Palm Beach, Ballen Isles, and Amazon. It is very hard to get grants.

Governing Board needs to approve the Emergency Drills. Mr. DiGiacinto made a motion to approve the Emergency Drills submitted to them. Dr. Shuler seconded. The motion carried. **The Emergency Drill Schedule is approved.**

Dr. Banks: Another thing I want to let the Board know. The City Council Members wanted to lease the school for one night, because this is the Districts building we cannot do it unless they approve. But when we need to use something from the City, they always allow us to use it at no charge. I've gone to Debra Robinson and she has tried to make things happen but it just didn't happen. There is an InterLocal Agreement with the District but only for District schools.

Mr. Ridgeway Presented the financial report to the Board.

Mr. Lopez present his report on the screen to the Board Members.

Meeting Adjourned at 1:58PM.

Meeting adjourned at 1:56pm



Dr. Woodard

12/1/2020

Date

