**Sarasota Academy of the Arts**

**Board Meeting Minutes**

November 1, 2012 at 8:00 a.m.

Location: Julie Rohr Academy office

Board members present:

* Dan Kennedy
* Rob McClain
* Joe Solano
* Denise Gagne
* Kelly Marsh
* Call to order at 8:09am
* Minutes from previous meetings approved.
* Discussion on the disclosure of property/lease agreement/equipment costs.
* There will be a need for an evaluation of Fair Market Value of property. This will need to be SAA’s own independent evaluation.
* There is an organization called the Charter School Consortium, where SAA will need to obtain membership.

* Work will need to begin shortly on the Charter document.
  + Templates are available
  + Will need to include projected FCAT scores.
  + Class schedules
  + Staffing needs
  + Include common core practices.
* SAA needs to start working on a logo. May need to contact graphic designer. Kelly Marsh stated that she can do a rough draft of what SAA is looking for. This will need to include color choices, perhaps blue and yellow and incorporate a ‘star’ in the logo to reflect that each student is a ‘star’. Slogan “Everyone’s a star in their own way”. Once logo is created, then brochures, pamphlets, marketing materials, and the website design can begin.
* Enrollment/Recruitment:
  + This will be kicked off in January.
  + Marketing materials will need to be sent throughout the community. The school board has a list of parents by zip code. This will be helpful in sending out all materials to recruit new students.
  + Enrollment packets will need to be put together. Possible ‘reassignment forms’ may be needed. Will need to check on what the enrollment packet will contain and require.
  + The enrollment period will be anywhere from 45 – 60 days.
* Will need to hire a Registrar as soon as possible, as there will be much training needed in the County’s computer system, known as AS400.
* Will need to check on getting Fiber Optic Connectivity as soon as possible.
* We need email addresses set up as soon as possible, as well the Sarasota Academy of the Arts website. Currently we have .com, .or, and .net reserved. Joe Solano will look into activating the email addresses as soon as possible.
* Meeting adjourned by Dan Kennedy at 9:01 a.m.