**Sarasota Academy of the Arts**

**Board Meeting Minutes**

December 18, 2012 at 8:00 a.m.

Location: Julie Rohr Academy office

Board members present:

* Dan Kennedy
* Joe Solano
* Hillary Chojnacki
* Denise Gagne
* Kelly Marsh
* Call to order at 8:03am
* Minutes from previous meetings approved. Motion seconded by Kelly Marsh.
* Grant proposal was discussed. The due date is December 24th, and results should be known in a couple of weeks.
* Will need to include Accountant Information in the Request for Proposal.
* The brochure was revisited in terms of going with an outside vendor to do logo graphics, website design and marketing materials. Because of the time restraints, we need to keep the publishing ‘in-house’ so that it can go out in December/January.
* The logo was changed to the artwork provided by a Ringling Art student, and needed approval. Another draft of the marketing brochure was presented and will work on more content over the winter break. Also, the bulk rate mailing label was requested, and discussed obtaining the addresses for the printer. A direct mail option was discussed, but discovered to be too costly to go through the post office.
* Contract negotiations were discussed, and was decided to set up a sub-committee, consisting of Cecilia, Dan, Mike and Matt. One of the points that need to be negotiated is the enrollment period modified down from 60 days to a 45 day period. The start of the enrollment can be listed, however, end dates cannot be listed or published until the contract is signed.
* Website development is underway and will be the focus over the next several weeks. Once the initial rollout is done, it will be published to the Board Members and then to the general public.
* There is a need for investors/donations as the mailing will be costly, as well as anticipated start up expenses. SAA will need to defer the payment of some of the startup costs until the summer before the SAA opening.
* Discussed the PALS/SAC process, and will need to start getting everyone PALS approved, and sign up a person for SAC for the fall. Interest lists can be started during the Parent Open Houses.
* Meeting adjourned by Dan Kennedy at 8:46 a.m.

*Minutes submitted by Kelly Marsh*