

# **Bridgewater Academy Charter School Board Meeting Minutes**

**Date:** 9 January 2025

**Location:** Virtual & Bridgewater Academy

**Time:** Meeting convened at [Insert Start Time]

## **Attendees:**

- Sherry Pinto
  - Ashleigh Wade
  - Anne Toler
  - Baylee Morris
  - Heather Kirby
  - Kayla Roe
  - Nicole McDowell
  - Roxanne Craft
  - Tara McNeil
  - Judy Edwards
  - Marissa Levisen
  - Alex Matinez
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## **1. Call to Order**

The meeting was called to order at 5:30 by Roxanne Craft.

## **2. Public Comments:**

Moved to public comment at 5:32 by Roxanne Craft.

Baylee Morris states no public comment.

Tara McNeil states no public comment.

Deeana states no public comment.

Heather states no public comment.

Nicole McDowell states no public comment.

## **3. Approval of Agenda**

Motion by Judy Edwards, seconded by Marissa Levisen, to approve the agenda as presented.

- **Vote:** Motion passed unanimously.

#### **4. Approval of Previous Meeting Minutes**

Motion by Judy Edwards, seconded by Marissa Levisen, to approve the minutes from the December 12, 2024.

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#### **5. Reports**

- **Financial Report:**

- Heather Kirby presenting. Fifty-seven days cash on hand. Metrics are on track. Operating cash \$168k. Waiting on items due from federal and state. \$426k total assets. \$100k total liabilities. PNL. 2k food services, \$12k pupil activity. \$181k local sources. \$4,800 teacher supply. \$886k total revenue. Title 1 \$13k. We've received more revenue than we've budgeted for at this point in the year.
- A few line items fall below the estimated percentage of the budget. Recommended a revision for the budget. They will provide a revised budget by the end of next week.
  - Elementary budget, operation & maintenance, and retirement are areas that need review
  - Operation & maintenance should trend where it catches up by the end of the year
- 2.5% below the plan. Overall financially looks good.

#### **Brandy Johnson joined the meeting**

Brandy Johnson added a comment regarding retirement line item that there is something not correct about it.

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#### **Elizabeth Sandborn joined the call.**

Roxanne craft asked Elizabeth Sandborn if she had any public comment. No response was given.

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#### **6. Principal's Report:**

- Enrollment:
  - 3 new students within the first week of return from holiday break
- January Events:
  - Off Martin Luther King Jr. day
  - Mock State Testing, halfway point through the year
  - Next Friday is end of quarter
    - Awards assemblies
  - Quarter 3 begins January 27th
- After School Update:
  - Board approved two members for after school program
  - Starting January 22nd Ms. Martinez and Ms. McNeil will be running the afterschool program.
  - Requesting the ability to open after school attendance from 25 to possibly 35
  - Dr. Pinto will continue interviews for backup people to run the program during staff meetings
  - Roxanne Craft comments concerns regarding having enough staff to cover 35 students, but agrees with increasing numbers to help offset cost.
  - Judy Edward comments it's a positive idea to have one adult inside and one adult outside if there are two staff.
  - Alexander Martinez comments that she feels her and Ms. Mcneil and Ms. Karen Grisset are on the same page and she thinks the program will go well.
  - Roxanne Craft asked if Ms. Grisset would be willing to be a substitute
  - Dr. Pinto answered yes, she would be willing to do so
  - Roxanne Craft comments that having a policy manual written would be helpful to make sure there's no gray area.
  - Dr. Pinto agrees.
- Summer School:
  - There will be no summer school due to lack of CSI money this year
- Security Update
  - Cameras purchased
    - Currently sorting out best angles and who to add to the notifications. They want at least three people attached to the app.
    - Desire to cover swing set area and volleyball/basketball area
    - Judy Edwards asked if that was the break-in area. It was.
    - Ashleigh Wade asked who had ownership of the app.
    - Dr. Pinto answers that Mr. Franklin set it up and ownership would need to be transferred should he leave in the future.
    - Roxanne Craft commented that she believes a policy & procedure should be set in place for what steps should be taken if cameras are activated.
    - Dr. Pinto comments that the staff does have an emergency phone tree set up. She suggests setting something up like that.
    - Roxanne Craft notes that calling 911 should be the first step. And having a policy in place would ensure everyone knows what should happen next.
- CSI status

- No updates
  - Invitation to an event at the end of April. Dr. Pinto believes that's when we'll be notified we're off the list.
  - Roxanne Craft: comments that it's scary to lose the funds, but it's a positive thing that we place the students first and foremost.
  - PR Campaign
    - Met with the team on Tuesday along with Ms. Martines, Ms. Capone, Ms. Toler, and Ms. McNeil.
    - Knowing we're going to lose the PR money, we must get more kids enrolled.
    - Four phase plan. Plan to meet again next week with a plan.
      - Want to get website the way they want it to be
      - Overhaul branding
      - Get YouTube channel up and running
    - Freedom of Information Act Request, sent to office
      - Was approved
    - Want to cast a wide net
    - Met with someone from WMBF
      - They will put together a proposal for the board
      - Show: Grand Strand Today possibility
      - Judy Edwards comments that anything like that requires parental permission
  - Branding Proposal
    - Lulu Toler is giving a proposal for branding as well as another company
    - Dr. Pinto has created a PDF with the proposal for branding
    - Want to possibly run a special meeting to discuss
    - Roxanne Craft suggests running a more emotionally-driven social media account to attract new parents
    - Ms. Martinez comments about beginning a newsletter and a sample she's provided.
    - Ashleigh Wade comments that having a separate account for parents versus an exciting social media to attract people so we still have the touch point with parents
  - Funding
    - Dr. Pinto reached out to see if switching to state funding would offer more than county funding, the expert said no due to Horry County being a wealthier county
  - Continued Marketing Ideas
    - Dr. Pinto mentions several ideas for marketing and attracting more students. Want to rebrand and have a fresh website first.
    - Roxanne Craft mentions the calendar of events in advance would be a good idea.
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## 7. Old Business

- **Fundraising**
  - **\$3,500**, which is good
  - Plan to continue growing
- Other Items Covered Previously

## 7. New Business

- **Opening on the Board**
  - Board member resigned
  - Roxanne Craft reaching out to someone who ran during the last election
- **January Events | Fundraising**
  - Alex Martinez states some things were touched on during principal's report
    - Radio spots exorbitant
    - Spring Fling: similar to Fall Fest/Trunk or Treat
    - T-Shirts (Ms. Toler suggested advertising space on the back of t-shirts)
      - Suggests attaching it to an event
    - Read Across America T-Shirts
    - Chamber of Commerce has many event options, including women entrepreneurs
  - Nicole McDowell suggests having family sponsor laps for the color run
    - DeAnna Mason seconds this idea
- **Maintenance Budget**
  - Roxanne Craft mentions that we've discussed this but noting it so we can continue keep an eye on it
- **Emergency Response System**
  - Roxanne Craft wants to continue to explore an emergency response system for a smalls school
- Anne Toler comments that the Chamber of Commerce looks for places to host their monthly meeting and suggests we could do so for the exposure

## 8. Approval to Move to Executive Session

Motion by Judy Edwards, seconded by Marissa Levisen, to move into executive session at 6:32 pm.

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## 9. Voting

Roxanne Craft makes a motion for a \$2,500 stipend for Ms. Morris Bailey to run through June for her additional workload in special education. Judy Edwards seconds the motion.

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## 8. Adjournment

Motion to adjourn made by Judith Edwards, seconded by Ashleigh Wade.

- **Vote:** Passed unanimously.

Meeting adjourned at 6:57pm

**Minutes submitted by:** Ashleigh Wade, Secretary

**Date of submission:** 9 January 2025