



BOARD MEETING MINUTES

Location: 500 So. Lincoln, Jerome ID

February 20, 2020, 5:30 pm

VISION

- Heritage Academy believes each student has gifts, talents and strengths.
- We embrace a diverse student body and commit to creating a nurturing and supportive school culture.
- Our school ensures that all students acquire the academic, interpersonal, critical thinking and problem-solving skills and mindsets to succeed in school, career and life.
- Our goal is to enable students to become responsible, respectful and caring members of society.

MISSION

Our school community brings together the resources necessary to help all students grow and succeed.

This is a public session for the Heritage Academy Board of Directors to conduct business; patron comment time will be provided as established in the agenda.

1. CALL TO ORDER WELCOME – Mr. Cone welcomed board members at 5:30 pm
2. Members stood and recited the Pledge of Allegiance
3. Mr. Cone conducted a roll call to establishment a quorum – K Gilgren, S Callen, C Cone, M Haddox and C Myhre were present.
4. Action Item – K Gilgren made a motion to approve the agenda; S Callen
Vote: All aye
S Callen made a motion to approve the consent agenda; K Gilgren
Vote: All aye
 - a. December and January Minutes
 - b. Budget
 - c. Approval of Bills Paid
 - d. Payroll Report
 - e. Approval of emergency closure – snow day and illness day
5. Superintendent Report – C Ivie
 1. Fall semester accomplishments
 2. Action Item – Approval of 2020-2021 School and Staff Calendars – K Gilgren made a motion to approve the student and staff calendars, with the correction of the Friday school typo on the staff calendar. M Haddox seconded the motion.
Vote: All aye
6. Finance Report – M Haddox turned the time over to T Carver to explain the changes in financial statements to add items requested by the Commission. In addition, the Commission approved the request by Heritage Academy Board to submit financial documents in the same format required by the Idaho Department of Education. That request was approved.
7. Facilities Report – C Myhre – no report this month
8. SEM & Student Achievement – S Callen and C Ivie – report was included in the superintendent report
9. Board Operations, Policy & Legislation
 1. Board Policy – Animals in the School – First Reading – K Gilgren reviewed the animals in school policy with the board members. Board members discussed exceptions for animals that are part of law enforcement canine units. Board members also discussed animals that are housed within the school and the separate policy for service animals.
Board members discussed having some type of appeal to the Board if there are animals and situations that fall into some type of gray area. Ms. Gilgren and Dr. Ivie will work together on updates to the policy that reflect the board members' comments. They will include a revised copy in the next board packet.
 2. Legislative Update and Update from Commission Meeting – Mr. Cone shared comments from the Commission meeting last week. He noted that the Commission approved four of the requests from Heritage Academy. He also

shared that Commissioner Quinn appreciated the Board and Administrator's willingness to work with the Commission through what was not its final hour.

Mr. Cone and Ms. Gilgren also reviewed the items that were approved and the direction that the Commission gave to its executive director, Jenn Thompson, to work with Dr. Ivie to develop a negotiated performance certificate for the Commission's consideration at its April meeting.

Mr. Cone also complemented all of the presenters and noted that Amy White did an excellent job presenting the legal authority for approval

a. Commission Draft Performance Certificate - Revised

b. Ms. Gilgren made a motion to direct Dr. Ivie to work with Executive Director Thompson on the revised draft for approval at the April 9, 2020 Commission meeting. M Haddox seconded the motion.

Vote: All aye

10. Marketing and Community Affairs – C Myhre shared the discussion held at the marketing committee meeting. The committee identified April 7th as the date for the 2020 lottery. He also shared the current numbers of students who have registered for the lottery or are returning to Heritage for the 2020-2021 school year.

Mr. Myhre noted that the committee recommended running social media ads that would help increase enrollment in the current lottery. He also said that the committee would like to emphasize that the school is a free public school and that enrollment is open.

Ms. Callen said that she thinks it is important to emphasize the fact that Heritage Academy is a small school and provides a caring and supportive environment that helps students grow. She wants to ensure that parents and guardians are aware that Heritage is an option and is a great place for students who struggle in bigger schools.

Mr. Myhre explained the benefits of targeting Facebook, Instagram, the school's website and other advertising mechanisms. Board members discussed the pros and cons of different ways to advertise

All board members agreed that it is important to emphasize that Heritage Academy is free.

Board members talked about school reviews and social media.

Board members discussed reader board messages and other ways to make our messages stand out.

Mr. Myhre shared that the Marketing Committee recommends the April 7th lottery date; efforts to increase social media and other community visibility and establishing a budget for marketing and outreach. Board members discussed these items.

Board members discussed options focused on Facebook and Instagram. Mr. Myhre explained the methods the school could use to target different users that would be in the group of parents and guardians thinking about school enrollment. Ms. Gilgren shared information about parent and guardian demographics. Mr. Haddox asked how we will know whether our efforts are effective. Mr. Myhre explained the way that Facebook and Instagram report different metrics. The group discussed also targeting ads during parent teacher conference time so that parents see the information when they are thinking about their children and their children's progress in school.

The group discussed running ads from mid-March through the lottery. Mr. Myhre will coordinate activities with Ms. Burnham and Ms. Carpenter and will provide billing information to Mrs. Carver.

C. Myhre made a motion to approve the proposed lottery date and outreach efforts with a cost of no more than \$150 dollars. K Gilgren seconded the motion. All were in favor.

11. K Gilgren made a motion to adjourn. S Callen seconded the motion.

Vote: All aye

12. Meeting adjourned at 6:50pm