

Redeemer Classical Academy

January 29, 2015 meeting minutes

1. Michael Hein opened the meeting which immediately followed an informational meeting for all RCA families.
2. Those in attendance were: board members Michael Hein, Doug Howard, Ben Weatherford and Louise Barrett; administrators Lisa Carlton and Amanda Bell; and teachers Karen Maynard and Darla Tucker.
3. Note: because we had opened and closed the family meeting with prayer we moved directly to addressing business in the board meeting.
4. Approval of minutes: December's minutes have been approved by email vote and are ready to upload on our website. The board will review the minutes from January 6 and vote online.
5. Treasurer's report - Ben Weatherford
 - a. Ben presented a balance sheet as of 12-31-2014
 - b. We are running a deficit
 - c. We had a \$25,000 donation in December
 - d. We owe the IRS payroll taxes
 - e. We already have \$70,000, which is half of our deficit through July, pledged from board and teacher families.
6. Administrative report - Amanda Bell
 - a. Requested that the tuition discount remain in place until we have a true scholarship fund.
 - b. Louise motioned to accept the request, Ben Weatherford seconded and all board members voted in favor.
 - c. Amanda is currently sharing our individual class offerings with local homeschooling groups.
 - d. Requested adding additional check signers. We currently only have Michael Hein.
 - e. We need to add Ben Weatherford as well as Lisa and Amanda.
 - f. Ben recommends that any check greater than \$1,000 only be signed by Michael Hein or himself as Treasurer. All were in agreement with this.
 - g. Laurie Waldron has submitted her resignation from working the front desk as of 2-13-15. Amanda and Lisa are working on getting the front desk covered with teachers and others.
7. Marketing update - Amanda Bell
 - a. Several folks have heard about RCA through Parent Magazine and other marketing outlets.
 - b. She has already tested a student for next year.
 - c. Pete Adams told her that there are 4 things driving people to our website; most of our traffic is coming through people hearing about RCA on social media such as Facebook; the second highest is organic search - such as searching Christian education in Murfreesboro; the third highest is directly searching Redeemer Classical Academy; and then "other."
 - d. People doing organic searches are staying on our website an average of 3.5 minutes, searches from social media stay an average of 2 minutes, and most searches go 3 pages into the website.

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- e. We are blessed that our anonymous donor last year required that we spend money on marketing. This has proved to be a good investment.
 - f. We need to encourage parents to keep sharing about RCA on social media. Michael Hein reminded us to continue getting the word out about our open house on February 7th.
8. Administrative report - Lisa Carlton
- a. Enrollment letters were sent out to families yesterday.
9. Property committee - Doug Howard
- a. We received BZA approval to remain in our current location another 5 years!
 - b. The next step is to go to our landlord and request reduced rent. Pastor Brock from Bethel wants to accompany us when we go to the landlord.
10. Old Business:
- a. A student from RCA would like to take private music lessons on campus after school with Mr. Butterworth from Carpe Artista.
 - b. Mr. Butterworth has been background checked.
 - c. The school will get no money from this; the parents will pay Carpe Artista directly.
 - d. Louise motioned we allow this.
 - e. Doug Howard seconded on the condition that it be explained to the parents that this is an agreement between the family and Carpe. All voted in favor with Doug's condition.
11. Doug Howard closed the meeting in prayer, asking for God's blessing on Joe Traynor and his family as he faces serious health issues, thanksgiving for a successful parent meeting with understanding and supportive parents and a great leader in Michael Hein.

Respectfully submitted by Louise Stewart Barrett, D.V.M., Secretary