

**Minutes of HCA Board of Directors Meeting
September 18, 2019
Division 2/3 The Landing**

Present: Sue Priest, Alan Yuodsnukis, Cynthia Shelmerdine, David Jean, Nancy Anderson, Sally Mackenzie

Absent: Barbara Merson, Peggy Muir, Ed Harris

The meeting was called to order at 4:35 pm by Cynthia.
Nothing was removed from the consent agenda.

Tour of school: Scott took the board members on a tour of the Div. 2/3 school building as recently reorganized and partitioned.

Scott explained the point of the changes were to clarify the learning spaces in order to promote safety, order and routine. It is no longer an open campus except for students who have the privilege to go to SMCC and those in a work study formalized program based on standards.

HOS Update: Scott provided a brief update on the opening days of the school year.
Enrollment at Div 1 is 63; at Div 2/3 it's 130 (which is the maximum enrollment there).

At the Div 1 Open House on Tuesday, we gained three new enrollees at Div 1, so the enrollment is 66. Scott wants to be sure the numbers get back into the 80s at Div 1. The plan is to market to parents at Div 1 because for middle schoolers, parents are the ones making the decisions. At the other division, students do the marketing to each other.

Scott is trying to forge a relationship with Harpswell Community School to make it something of a "feeder" school for HCA. Our application to add a 5th grade at now in the Charter Commission's hands. Scott is happy with the addition of 1/5 guidance there. Div 1 is in good shape faculty and student wise.

Mission statement: We reacted to and brain stormed suggestions for the redrafted mission and vision developed by leadership team. Discussion concentrated on the final sentence. The sense was that the statement must emphasize what is unique about the school.
Scott will send a redraft to the BOD ahead of the next meeting.

Finances: Dave: Strategy has to drive decisions about location and facilities. Need to have a clear direction of where we want to go before we can decide anything.
He asked, how important are logistics? What must we have to be the school we want to be?
Scott said it's more a question of needing students in order to keep the school going the way it is.
Dave asked, Is the question strategy or marketing?

Dave says we need to model budget (s) based on assumptions about size of school plus a hypothetical of what it takes to build a new building. Modeling would show what is possible. He also asked, Can we afford two different two locations? Scott's question: How do we get more kids in Div 1. Possibly keep adding grades down to K.

The time crunch now is for Div 2/3, which is subsidizing Div 1, because of the lease running out next year.

Facilities Committee planning The finance discussion merged into a facilities discussion.

Plans include: Andrew—model assumptions, needs

Meeting with Andrew, Dave, Scott.

Talk to Cardentes

Marketing and advancement: Sue said the more immediate goal is to market to ameliorate the school's reputation, which led to some plans in that regard:

Reexamine what the group generated at the May meeting at Janice Thompson's house

Develop talking points for/with Janice Thompson

Write Stories as pr for Div 1

Strategic planning and Board goals for 2019-2020

a. decision on future of the school—location

b. Marketing and advancement to be able to do that

c. + anything else the CC suggests in its report

Steps: Write a request to the CC for funds for prof development of the board.

We need to help with strategic planning and decision making around that.

Scott will contact Carol Wishcamper to help us with decision making re: strategic planning.

There was no public comment.

The meeting adjourned at 6:25 on a motion by Cynthia; Sue seconded.

Suggested items for October 16 meeting

Calendar (Andrew)

Invite Janice Thompson to attend and discuss marketing ideas along with possible advancement thoughts

Mission and Vision statement

Public Comment

Report from facilities/finance meeting

Conflict of Interest forms for BOD members (*Sally*)

Respectfully submitted,

Sally Mackenzie