



**Granite State Arts Academy**  
Board of Trustees Meeting  
April 20<sup>th</sup>, 2021 -- 6pm @ GSAA via Zoom  
Public Invited via Zoom Link

**Attendance: Don Erdbrink, Tony Polito, Lisa Peterson, Christine Caron, Frank Sharlow, Michelle Barrow, Renia Friend, Jeff Trout, Mark Gross, Jeff Marquis, Chris Michaud, Mary Jo Conlon**

**Called to order: 6:04 pm.**

Mr. Erdbrink mentioned that the financials will be covered first tonight so everyone is aware of the current situation.

**Public Comment**

**Approval of Minutes from Last meeting**

- Jeff Trout made a motion to accept the minutes as amended. Tony Polito seconded the motion.
- Roll-call vote: Mrs. Conlon, Mr. Michaud, Mr. Marquis, Mr. Trout, Mr. Polito, Mr. Gross. All approved – motion carries.

**Treasurers Report/Enrollment/Enrollment & Admissions Committee – presented by Renia Friend**

- Current State  
Our current enrollment is 108. We are still reaching out and doing tours. We lost 2 students. One never attended; one went back to sending district. There are 103 NH students and five MA students.
- Integrated Arts Fees Status  
The status of fee collection is the best it has ever been. The one outstanding student that owed 4 years has paid in full. We only have \$110.00 outstanding (summer school fee). There are 9 students that have no payment plan with a balance of \$3995.00 for the year. The students who owe have just returned from remote learning. Don will write a proactive letter to attempt to collect or set up a plan.

- Admissions

We are at 120 for next year who have accepted. 7 more have applied and are pending acceptance. We are up 2 students since last meeting.

-Mrs. Barrow said we are at a comparable enrollment count as we were this time last Year.

-Mr. Polito asked what the anticipated attrition of current students might be according to historical numbers.

-Mrs. Caron said the two who left recently were expected and there are no current students who are expected to leave at this point.

-Mrs. Friend said that everyone that applies right now seems to accept right away so there may not be many new students who do not end up attending next year.

-Mr. Polito mentioned that due to the unusual school year, students should be given a “mulligan” to make all attempts to roll over struggling students who fall a little short of passing.

-Mrs. Friend mentioned that the ESSER grant will help pay for enhanced summer school.

- New storage unit may be able to be paid with the ESSER Two grant. It is covered under Covid expenses.

### **Fundraising Committee – Update**

- Games of Chance

The club hosting the program has shut down. We are looking at other options.

- Gala/Chairman’s Challenge- Renia Friend

June 11<sup>th</sup> at Zorvino’s Vineyard. Donations are still slow in coming. Deb Richards has been making second rounds of contact to usual donors.

-Mr. Gross asked if invitations are being sent out.

-Mrs. Friend said that she is working on both digital and printed invitations.

-Mr. Erdbrink mentioned that the chairman’s challenge needs to be rolled out to the public ASAP.

-Mrs. Friend said that parents have gotten letters already.

-Mrs. Caron mentioned that she will make a video explaining the challenge to go to parents. This will go on our Facebook page and website.

-Mr. Gross suggested that we send the sponsorship letter with the invitation.

-Mrs. Friend said that she will include the video link with the digital invitations.

-Mr. Erdbrink mentioned that the chairman’s challenge needs to succeed so we do not have to use the reserve funds or use the line of credit, neither of which are the best option. He asks that each board member try to bring in \$2500 to \$3000 in sponsorships to help meet the challenge. Donors will be listed on the website.

Donors who contribute \$1000 or more get free tickets.

-The online portion of the gala auction is no longer in the planning. will be auctioned in person because there are not enough items to offset the cost of the online platform.

-Mrs. Caron mentioned that the arts showcase on May 8<sup>th</sup> will be a place where we can promote the challenge and sell tickets to the gala. Mr. Erdbrink will man a booth at the showcase.

## **Chair Report**

- General Assurances

The school must sign off that the grants are used appropriately, and this happens every year. As of 4/20/2021 the Board has been notified that these assurances have been signed and returned.

## **Enrollment Campaign/Facilities Committee – Chris Michaud**

-Mr. Michaud mentioned we need to come up with a template to follow to make sure we are diverse in our efforts. We must think long term and consider enrollment expectations. He suggests that we stay in the current building according to his research. He says we must be more effective in our campaigns than the competition. These are long term considerations but there is plenty we can focus on now.

- Tear Sheet Distribution

-Mr. Michaud mentioned that putting tear sheets out in grocery stores and such gets our name out and we can include a QR Code that brings people to our website.

-Mr. Erdbrink mentioned that if we each distribute a few cards it gets our name out there.

- Business Cards

-Mr. Michaud showed an example of business cards that we could hand out and distribute at businesses.

- Newsletter:

-Mr. Erdbrink and Mr. Michaud will be drafting a quarterly school newsletter to get the word out about the school. This will include highlights of various events happening in each program within the school.

- Real Estate Research

-According to the research that Mr. Michaud has done in the area, we are in a good situation currently. Similar facilities price per square foot is 25 to 30 percent higher to lease. He believes that eventually prices will come down. Before Covid there were a lot of vacancies and due to remote business, there will probably not be a decrease.

## **DOS Report**

We are all back 5 days a week in-person. Most of the remote students were not doing so well and there was no medical reason for them being remote. All but 11 have returned in person. The few exceptions were necessary.

-Mr. Trout asked what happens if we have a Covid exposure.

-Mrs. Caron explained that we must apply for a waiver from the state if we need to go remote as a school. We are continuing with all the safety protocols. As students have allergy symptoms, we are requiring them to be tested and have them go remote until results are back.

- Graduation

Similar set up as last year in the parking lot. Marcia McAffery from the Arts Alliance of NH will be our keynote speaker live. We will follow up with a Zoom meeting later in the day with speeches from students.

- Senior Week/Prom/Lock-in

Senior picnic at Field of Dreams on Tuesday from 11-1.

-Wednesday night will be a catered senior banquet with tables set up for student and two guests and the awards ceremony will be streamed into the classrooms. Student will go into the theater if they receive an award.

-Thursday is graduation rehearsal.

Prom: Students opted for a prom at the school followed by a lock-in with movies, games, and music. As of today, most of the students want to leave at midnight. The same caterer will provide food for the prom, awards banquet, and picnic.

- SAT and PSAT testing went well.

- Teacher appreciation week is after April break. Parents have been very generous with Amazon wish list. Breakfast on Monday, lunch on Thursday.

## **Teacher's Representative-Lisa Peterson**

Mrs. McMahon wanted people to know that the Integrated Arts Show is Saturday May 8<sup>th</sup> at Field of Dreams at 11am.

## **New Business \***

- Next meeting Tuesday 5/18/21

## **Wrap Up and Adjourn at 7:23 pm**

- Chris Michaud made a motion to close the meeting. Jeff Marquis seconded the motion. All approved and the meeting was adjourned.