



**Granite State Arts Academy**  
Board of Trustees Meeting  
March 16th, 2021 -- 6pm @ GSAA via Zoom  
Public Invited via Zoom Link

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

**Called to order: 6:02 pm.**

**Public Comment (2 parents in attendance via Zoom link)**

Laura Simoes, perspective parent, visiting meeting to learn more about the school.

**Approval of Minutes from Last meeting**

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

**Chair Report**

- Policy Review Committee

Mr. Polito explained that the policies that need review are not the day-to-day operations but the more formal polices.

Mr. Erdbrink mentioned that we will table the review pending end of year activities to be able to include Mrs. Caron and Mr. Sharlow when they are more available.

Mr. Trout mentioned that he did not notice any big issues within the existing policies.

Mr. Polito says they need to be reviewed regularly and they were last looked at for the charter renewal in September of 2019. He agrees that there is nothing significant that needs to be changed. There are many typos that need correcting.

- Radio Ad Infor/Sign Campaign

Mr. Erdbrink has been reaching out to local radio stations (Rock 101, WZID, Etc.). A representative from Rock 101 has provided a recommended ad campaign.

-April 5<sup>th</sup> through June 27<sup>th</sup>, 95 total spots, reaching 14K people per spot. The cost would \$12,725.00. (\$133.00 per spot). Alternate packages are available with less spots for less money. Ads would run during drive time and again on weekends during mid-day.

-Mr. Erdbrink mentioned it might be a good environment to get our name out there with small class sizes due to Covid.

-Mr. Marquis mentioned we should investigate if grants could offset cost.

-Mr. Polito mentioned we need to consider the median age of listeners vs. our parent median age, which is mid 30's, early 40's.

-Mr. Michaud mentioned that the radio stations will give you broad time slots that may or may not be beneficial, therefore, we need to make sure to nail them down with a more specific time that suits our needs. He suggests using student testimonials for advertising, they would be the best to speak for the school.

-Mr. Erdbrink that an alternative would be to purchase reusable lawn signs for local outreach. They are less expense, but he believes that they are potentially

-Mr. Michaud mentioned that the radio ad campaign will not give us much impact alone, but combining radio with other platforms, such as signs, will bring us more of an impact. We should begin the process by setting an ad budget and then diversifying funds between media.

-Mr. Erdbrink mentioned that perhaps he needs to gather more information and research.

- PPP Loan

Mr. Erdbrink mentioned that we do not qualify for the second round of PPP loan. The Covid grants need to be included in the process of being qualified. But we were forgiven on the first PPP loan.

## **DOS**

- 2021-2022 Calendar

Calendar is done, start date for staff is 8/25 and students start 8/30. End of year will be 6/15. The State of NH calendar put February vacation the first week of March, but we looked at surrounding schools and went with the majority and kept it in the last week of February.

-Mr. Polito mentioned that the Board needs to vote on the calendar according to state regulations.

- Last Day of School

Originally scheduled for 6/16. We are way over on hours, so we are changing the last day to 6/10, which is the day before the gala which makes sense with Covid.

- Vaccinations

Teachers can sign up tomorrow at 8am.

- Graduation  
Will look like last year, in the parking lot with a rain date of the same day inside the school.
- Senior Week/Prom  
Tuesday (park day with ordered boxed lunches, music, and games) Wednesday (awards banquet at school with limited tables in classrooms with a caterer.) Thursday (rehearsal), Prom, we are still working on. With limited guests, the ticket prices are extremely high. We are considering doing something at the school with varied activities throughout the school with a caterer. This will be more work, but it might be the best option. We are still waiting on end of year guidance from DOE.  
Discussion on options: a restaurant with a room, a movie theater. Tuscan has a Room that holds 125. Possibly a tent.
- SAT's  
Next Wednesday at the school with PSAT's at the same time. Freshman and Seniors will attend classes via Google Classroom.

#### **Treasurers Report/Enrollment and Admissions Committee – Michelle Barrow**

- Current State  
Our current enrollment is 110. We are still reaching out and doing tours. We lost 4 students. One moved, one left to take equivalency test.
- Integrated Arts Fees Status  
There are still outstanding fees from 2 students. We have 67 paid in full or on free and reduced. 11 on no plan, 1 student who owes 4 years without response. 7 on ACH and 23 who are waived. One MA student has stopped paying tuition.
- Admissions  
We are at 118 for next year, with one we are waiting for acceptance.
- Gas Bill Explanation  
Two companies appear on the bill due to a co-op situation where a second company buys gas in bulk from the provider and sells it at a reduced rate. Both companies appear on the bill because we still pay for delivery from the original company.
- ESSER Two Grant  
\$58K available funds. We have spent \$9K which should be reimbursable to the budget deficit eventually.

#### **Facilities Committee**

Mr. Michaud mentioned he will have updates for the board at the next meeting.

## **Fundraising Committee – Update**

- Games of Chance  
We have an additional 10 days confirmed so we are hopeful that we will see a good return.
- Gala  
June 11<sup>th</sup> at Zorvino's Vineyard. Donations are still slow in coming.
- Chairman's Challenge  
Erdbrink Foundation will be contributing \$40K. Don challenges the Board member to each bring in a sponsorship of \$2K to match it. We will publicize that the Chairman's Challenge will match donations up to \$40K.

## **Teacher's Representative**

Mrs. Peterson mentioned how hard Mrs. Caron tried to get teachers into the vaccination clinic at Salem High School. Our administration works very hard for teachers, much harder than most.

## **New Business \***

- Storage Unit  
We currently pay \$1080.00 per year for climate-controlled storage. Discussion on researching less expensive options.
- Mr. Erdbrink read a note that Mrs. Conlon brought from one of our existing student's parents thanking Mrs. Conlon for recommending GSAA. She loves the school and that it is personal and not democratic.
- Next meeting Tuesday 4/20.
- Mr. Erdbrink mentioned that Patrick O'Day will be coming to the next meeting and to let him know if there are specific items the board would like covered.
- We are looking for a board member, specifically a Secretary.

## **Wrap Up and Adjourn at 7:44 pm**

- Mr. Michaud made a motion to close the meeting. Mr. Gross seconded the motion. All approved and the meeting was adjourned.