

**Bay Haven Charter Academy Inc. Foundation
Board Meeting Agenda**

Time: 12:45 pm

Date: 10/16/2012

Location: Prosperity Bank Meeting Room, Lynn Haven Branch

1. Call to order

President ~ Marty Perrett		Member at Large ~ Rodney Friend	
Vice President ~ Vivienne Reilly		Member at Large ~ Chuck Tucker	
Treasurer ~ Lisa Thompson		Member at Large ~ Jerry Brown	
Secretary ~ Keri Todd		Member at Large ~ Percy Thomas	
CEO ~ Dr. Tim Kitts		Board Liaison ~ Tiffany Ennis	

2. Approval of the Agenda

- Motion to approve:
- Motion seconded:

3. Approval of prior meeting minutes

- Motion to approve:
- Motion seconded:

4. Financial / Treasurer Report

5. Action Items from prior meeting

- Chuck Tucker ~ Golf Tournament
- Vivienne Riley ~ Winter Social
- Dr. Kitts ~ Fishing Tournament
- All ~ Ways to contribute to the Foundation
- Dr. Kitts ~ Amy Kealy Scholarship Qualifications and Criteria
- Dr. Kitts ~ Time for 10/27 "Walk the Dirt"
- All ~ Recruit new Members at Large

6. Approval vote on new Members at Large

- Doug Crosby
- Sheri Hensel
- Jeff Farver

7. North Bay Haven Capital Campaign

8. New Business

9. Confirm next Foundation Board meeting date

10. Meeting adjourned

**Bay Haven Charter Academy Inc. Foundation
Board Meeting Agenda**

Time: 12:45 pm

Date: 10/16/2012

Location: Prosperity Bank Meeting Room, Lynn Haven Branch

1. Call to order 12:51

President ~ Marty Perrett	Present	Member at Large ~ Rodney Friend	Absent
Vice President ~ Vivienne Reilly	Present	Member at Large ~ Chuck Tucker	Present
Treasurer ~ Lisa Thompson	Present	Member at Large ~ Jerry Brown	Present
Secretary ~ Keri Todd	Present	Member at Large ~ Percy Thomas	Absent
CEO ~ Dr. Tim Kitts	Present	Board Liaison ~ Tiffany Ennis	Absent
Todd Thompson ~ Investment Counselor	Present	Doug Crosby ~ Member at Large	Present
James Bailey ~ Leader ~ Member at Large	Present	Tammy Brillard ~ Leader ~ Member at Large	Present
Sheri Hensel ~ Member at Large	Present	Bill Rhodes ~ Leader ~ Member at Large	Present

2. Approval of the Agenda

- Marty, has everyone reviewed the agenda? Are there any changes required? Do we have a motion to approve?
- Motion to approve: Dr. Kitts
- Motion seconded: Jerry Brown

3. Approval of prior meeting minutes

- Marty, has everyone reviewed the September minutes? Do we have a motion to approve?
- Motion to approve: Vivienne Reilly
- Motion seconded: Lisa Thompson

4. Financial / Treasurer Report

- Balance \$21,603.65 which includes
 - o \$2,710.00 in Kealy Scholarship Fund
- Question, What is the Kealy Scholarship Fund
- Answer, this is a scholarship set up in honor of Mrs. Kealy's daughter that passed away over the summer

5. Action Items from prior meeting

- Chuck Tucker ~ Golf Tournament
 - o Tentative date of 4/13/13 @ Bay Point Meadows course
 - o Extended the same rate as last year, \$44.00 per person
 - o Last year raised approx. \$9,000, shoot for \$10,000 and up this year
 - o As time gets closer, flyers and sponsorships will be distributed

- Marty, we don't have many fundraisers to nickel and dime, so we need to keep these large ones going and growing(Golf Tournament, Fishing Tournament, and Winter Social)
- We can continue to expand our base with the new people that have signed up to serve
- Vivienne Riley ~ Winter Social
 - Working on getting a committee together to hold a meeting
 - Date is not set, traditionally last Saturday in January (January 26, 2013)
 - Debating on a location, possibly Sharky's
 - Renovations should be done before the event
- Dr. Kitts ~ Fishing Tournament
 - Handout from Dr. Kitts (attached)
 - Met with Winston Chester, teaches the outdoor education class at Mosley
 - Worked on an outline (taken from other fishing tournaments in the area)
 - Pre-registration for the event (flyers, Website, etc.)
 - Two ways to participate
 - Water (fish from a boat)
 - Land (fish from the marina, dock, shore)
 - Solicit for sponsors to be placed in brochures and to donate materials and items for prizes
 - Amount to charge TBD, suggestion to charge \$75 a water and \$25 for land (first year)
 - Participants must be in line by the 5pm deadline to get weighed
 - Allow sponsors to put up tents
 - Work with St. Andrews businesses, Shrimp Boat, Uncle Ernie's, Capt's Table, etc.) to set up food vending to supply breakfast, lunch, dinner
 - There is not a fishing tournament in St Andrews, so we have a great opportunity to make this an annual event now that Bay Point no longer holds their tournament
 - We need an organization leader and team to:
 - Marketing time line (event in April)
 - Secure the marina
 - Get all necessary permits
 - Get weigh master (Winston can assist)
 - Create a Website for the event
 - Solicit sponsors (half-hitch tackle, boating places etc.)
 - Talk to Loren Smith for land usage area just north of the Shrimp boat
 - Add Ismael Barragan to the St. Andrews merchants ~ reopened the Granite (also owns Los Rancheros)
 - Question ~ are you pushing for a Saturday tournament

- Answer, yes
- Response ~ doesn't St Andrews have a farmers market on Saturdays
- Response ~ yes, we will promote the tournament in conjunction with the farmers market
- Question ~ who will run this since Percy can no longer head up the event
- Lisa will talk with her husband, Stoney Thompson, and a few other people (St Andrews merchant group) to assist with the needs and requirements for the fishing tournament
- Avery Adcock could also be a great asset to, with Dan's Pawn also in St. Andrews
- Jeff & Caroline Bottorf NBH (Jeff worked at Century Boats) and may be assist with prizes
- Mitch Holman could be another asset (Capt's Table)
- All ~ Ways to contribute to the Foundation
 - Covering this as we are talking
- Dr. Kitts ~ Amy Kealy Scholarship Qualifications and Criteria
 - Handout from Dr. Kitts (attached)
 - Talked to Norma Kealy about the qualifications for the scholarship
 - Students with a 3.0 GPA
 - Students immediately going to college
 - Students with no disciplinary problems of higher level while attending NBH
 - Basic essay
 - Community service
 - \$500.00 increments for the scholarship (current money would allow 5 scholarships)
 - Need approval for the 3.0 GPA & \$500 scholarship amount
 - Suggestion ~ Give 3 scholarships the first year, and adjust accordingly as funds are available through perpetual giving
 - Question ~ Why don't we have a scholarship fund through the foundation
 - Answer, we haven't had anyone suggest or contribute until now
 - Question ~ Why can't we designate 1% of the foundation funds towards a foundation scholarship
 - Suggestion ~ Send an email blast to everyone marketing donations to the scholarship and give 50% of the money per calendar year in \$500 increments, as it grows we give more
 - Ex, if a business wants a tax deduction, they may decide to donate \$5000, which would allow the foundation to offer 5 scholarships
 - Todd ~ Rule of thumb, 5% of your principal is an infinitely sustainable #
 - Ex, if we have \$10,000, we can give one \$500 annually without receiving additional donations
 - Suggestion ~ Maybe we should bring Mrs. Kealy back into the conversation to find out if she wants a perpetual or the 50% concept

- Question ~ What happens if other contributors want to set up scholarships in memory of other people
- Answer, never turn down money
 - Suggestion ~ Do it as a one-time (terminal) gift at graduation or as part of the perpetual giving, depends on the amount
- Question ~ Is this one account that houses money for all of the different scholarship
- Question ~ does the money need to be in a separate account or can it stay in the BHCA Foundation Inc. account
- Answer ~ This is a General Ledger entry within the BHCA Foundation Inc. account
- There will be funds designated, and solicited for perpetual giving
- Chuck, nice to have a foundation scholarship
- Motion to approve changes to the Kealy Scholarship ~ Chuck Tucker
- Motion seconded ~ Jerry Brown
- Dr. Kitts ~ Time for 10/27 “Touch the Dirt”
 - This is an engagement to kick off the Capital Campaign
 - From 11 am to 1 pm, everyone is invited to visit the Mill Bayou Camus
 - Visitors will be able to drive onto the property to walk around
 - The construction company will map the building locations
 - Deal is done, continuous weekly photos are taken and archived (aerial and land)
 - Suggestion ~ time-lapsed photos of the construction
 - We are finishing the financing with BB&T
 - Working with the architect and engineer to get the best cost
 - Negotiations on going, and a lot of factors involved to get everything running and moved
 - Can’t give concrete answers right now regarding when and which students will move to the campus first
 - DNH properties will be on site during the “TOUCH THE DIRT” event
 - Question, Should we should have NBH kids selling snow cones, etc.
 - Answer, whom ever takes the lead on this will coordinate the marketing for this event
 - Suggestion ~ Place signs on 390
 - People will be more apt to contribute if the can “touch the dirt”
 - Anything we can do to get NBH and BH kids involved in the event, get the band to perform, cheerleaders, etc.
 - Have students give tours of the buildings
 - Soil has to be brought in and compacted and be 10 ft. above the 100 year flood stage
 - During the last 6 hurricanes, water has never gone over

- Need a leader to take this on

- All ~ Recruit new Members at Large

- All were tasked with recruiting members at large

- We hope to have even more people as we continue to grow

6. Approval vote on new Members at Large

- Doug Crosby

- Sheri Hensel

- Jeff Farver

- Dr. Kitts ~ We also have leaders here, but could also recruit members at large

- Would like to have 30-40 people present at meetings with groups and committees in the meetings

- Leaders wanting to become a member at large can do so

- Todd was asked to help with financial capacity, and would be a great member at large

- This will be a “trade-back” for the local community members to become members at large

- No one objected to the Leaders present also becoming a Members at Large (non-voting position)

- Todd Thompson

- Bill Rhodes

- Tammi Brillard

- James Bailey

- Question, what is the commitment required of Members at Large

- Answer, Members at Large do not have to be 100% involved in all areas of the foundation

- Members can pick a specific area to focus on

- Contact with Tim, Marty, and Keri with updates of your focus

- Member of foundation board, committee char of “naming committee of the capital campaign”

- Motion to approve new Members at Large ~ Chuck Tucker

- Motion seconded ~ Jerry Brown

7. North Bay Haven Capital Campaign

- Dr. Kitts provided a hand out for the outline (attached)

- Official Capital Campaign Kick-off is Wednesday, 11/7/2012

- Take out advertisements through the media as a non-profit organization

- We are establishing professional groups to contact, starting with family members of Bay Haven and North Bay Haven

- Cross matching physicians to contribute to the Medical Technology Program

- Cross matching attorneys to contribute to the Criminal Justice Program

- Cross matching engineers to contribute to the Engineering Program

- We will put contributors in contact with Todd Thompson
- Dr. Kitts will be heavily involved in the Capital Campaign, along with the school principals to target these professionals
- The naming program “everything is for sale”: classrooms are for sale for \$5,000, driveways, parking lots, buildings, athletic fields, etc.
- Direct request from clientele, teachers will be given soliciting parents of their students for capital campaign donations: monthly donations through pay-check, one time gifts
- Organized fundraising programs, golf tournament, fishing tournament, and winter social
- Grant writing, we lost our grant writer, we have made contact with Mike Jones to proof grants, but we need someone locally to search for grant possibilities, need a team to search the internet
- We will contact prominent donors in the community and present them with information regarding our financials to solicit funds from members of the community
 - o We are asking for our kids, for the future of bay county kids
- We have an indication of leadership for the naming campaign from Bill Rhodes
 - o There are 54 workers for the naming campaign, work with Keri to get additional information if needed
- Tammi Brillard offered to lead the grant writing team (local, state, and federal grants are available)
 - o If you know anyone with grant writing experience, get them in contact with Tammi
- Professional groups, Doctors, Lawyers, Dentists, Engineers will be identified to talk to each group to get a target amount ~ James Bailey
- Direct Clientele ~ get a team of people together to 2400 students \$120.00 per student annually, will equate to \$240,000 annually for the school, this person will solicit parents to contribute, annually, one-time, etc. ~ Doug Crosby
- Each leader will need to meet with Dr. Kitts to establish a time line and to get approval
- Foundation Website, need names of members at large on the site
- Todd ~ Encouraged us to think broader than just asking our peers for funding, we should also talk with extended family members
 - o Example ~ Adults over 70.5 years of age are required to take money out of their 401K and IRA
 - o They could be encouraged to put a name and specific purpose (BHCA Foundation) to those funds
- Touch the Dirt Leaders, Sheri and Lisa

8. New Business

- No new business

9. Confirm next Foundation Board meeting date

- 11/27/2012 12:45 pm @ prosperity bank, Lynn Haven branch

10. Meeting adjourned 2:17 pm

BHCA Foundation Inc. Action Items from 10/16/2012 Meeting	
Person Responsible	Action Item
All	Provide Keri with your bio and a picture for the Foundation Website
All	Provide Keri with your best contact information (email and phone)
All	Attend the 10/27/2012 "TOUCH THE DIRT" day
Capital Campaign Leaders	Contact Keri for additional information regarding parent contact information
Bill Rhodes	Naming Campaign Leader
Tammi Brillard	Grant Search and Writer Leader
James Bailey	Professional Group Leader
Doug Crosby	Direct Clientele Leader
Lisa Thompson Sheri Hensel	Touch the Dirt Leaders
Leaders	Meet with Dr. Kitts (dates and times were set during the meeting)
All	Attend next meeting, Tuesday November 27 th 12:45 pm @ Prosperity Bank, LH