

W-A-Y Michigan
407 E. Fort St., Suite 201, Detroit, MI 48226
(313) 638-2716
Board of Directors' Special Meeting
Date: June 29, 2020
Time: 5:00 pm
MINUTES

Oath of Office – Mandi Bogart

- I. Call to Order by the President at 5:13 pm

Roll Call:

Bogart X
Brown X
Donoghue X
Long X
Muscat X

- II. Approval of Agenda – Christine Muscat requested to add 2020/2021 Marketing Budget as New Business Discussion Item #2

It was moved by Christine Muscat and seconded by Amy Long to approve the agenda as amended. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart Aye
Brown Aye
Donoghue Aye
Long Aye
Muscat Aye

- III. Call to the Public

This meeting is a meeting of the Board of W-A-Y Michigan in public for the purpose of conducting the School District's business and is not to be considered a public community meeting. We now invite members of the public to address the Board and share any thoughts or concerns regarding agenda items only.

None.

- III. Approval of Minutes Regular Meeting June 17, 2020.

It was moved by Christine Muscat and seconded by Gregory Brown to approve the June 17, 2020 Regular Board Meeting minutes as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart __Aye__
Brown __Aye__
Donoghue __Aye__
Long __Aye__
Muscat __Aye__

V. Old Business

A. Discussion Items:

1. Amy Long - Board member nomination

B. Action Items:

1. Accept Amy Long - Board member nomination

It was moved by Christine Muscat and seconded by Jesse Donoghue to accept the board nomination of Amy Long. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart __Aye__
Brown __Aye__
Donoghue __Aye__
Long __Aye__
Muscat __Aye__

VI. New Business

A. Discussion Items:

1. Discuss State Aid Note (SAN) Borrowing Resolution

Kelli Glenn shared information with the board around the State Aid Note (SAN) Borrowing Resolution. She provided the board with this information virtually as well. Board member Jesse Donoghue requested that these documents be provided to the board prior to the meeting. Ms. Glenn shared that she'd ensure Mr. Donoghue obtain his access to the board secure site and provide guidance on how to access the site.

2. 2020/2021 Marketing Budget

Superintendent Madeline Black shared information on the upcoming school year 2020/2021 Marketing Budget. We currently have \$12,000 in the budget to use for marketing. We'd like to expand the marketing as discussed at the last board meeting, (i.e. commercial ad, streaming ads, etc). We'd need additional funding of \$36,000 to cover the cost of the marketing expansion. WAY Program has agreed to donate 2/3 of this amount to be used for marketing. Superintendent

Black wanted the board to think about using some of board fund balance to cover the balance in the amount of \$12,000.

Board member Gregory Brown asked if we've compared pricing of commercial advertising vs radio advertising. Ms. Black indicated that she's not received any call backs from radio pertaining to advertising, however, she'd follow up with them again. Board President Muscat inquired as to whether there is data to support the cost of spending this money on amount of advertising. Superintendent Black indicated if the school obtained two students from the marketing, it would cover this cost.

Board Member Gregory Brown asked how people would contact WAY Michigan regarding enrollment if we used advertisement on social media? Is there a contact number listed? (Mr. Brown shared an example of how he's had to previously assist with online inquiries). Superintendent Black indicated that Directors should be monitoring their Facebook pages and she would follow-up with them on this.

Board Member Jesse Donoghue shared on recent Facebook advertisements and discussed some of the push back with their policies. Board Member Amy Long shared that she wanted to stay neutral politically. Board Member Gregory Brown agreed with Ms. Long and indicated that he wants to get the word out to kids regarding our school.

Board held additional conversation around marketing/advertising on social media. Superintendent Black indicated she'd look into marketing on Tick Toc as well. Board held conversation around whether or not to cancel the July board meeting. The July meeting would be held via Zoom. Board President Muscat indicated that she had requested Jennifer Joubert to inquire on holding future board meetings via Zoom in lieu of meeting in person. Board indicated they would hold their July meeting on the 15th.

B. Action Items

1. Approve the SAN Borrowing Resolution (Roll Call Vote)

It was moved by Christine Muscat and seconded by Amy Long to approve the SAN Borrowing Resolution as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart __Aye__

Brown __Aye__

Donoghue __Aye__

Long __Aye__

Muscat __Aye__

VII. Call to the Public

This meeting is a meeting of the Board of W-A-Y Michigan in public for the purpose of conducting the School District's business and is not to be considered a public community meeting. We now invite members of the public to address the Board and share any thoughts or concerns. Comments should only be addressed to the person chairing this meeting, and per Board policy should be no longer than three minutes.

None.

VIII. Adjournment at 5:54 pm

It was moved by Christine Muscat and seconded by Gregory Brown to adjourn at 5:54 pm. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Brown Aye___
Donoghue__Aye__
Long __Aye___
Muscat _Aye___

A copy of the meeting minutes are available for public inspection at the offices of WAY Program, 407 E. Fort St. Suite 201, Detroit, MI 48226 within 8 business days for proposed minutes and within 5 business days of approval for approved minutes. Approved minutes will be posted on the WAY Academy's website <http://www.wayprogram.net>. Public notice of this meeting was posted as required by the Open Meetings Act.

The Academy shall comply with subtitle A of Title II of the Americans with Disabilities Act of 1990, Public Law 101-336, 42 USC § 12101 et seq or any successor law. Should you require specific accommodation(s) please contact WAY Michigan offices at (313) 444-9292 prior to the meeting.

Minutes Certification:

Approved minutes of June 29, 2020 Special meeting respectfully submitted,

Gregory Brown

Board Secretary

07/20/2020

Date

Signature Certificate

Document Ref.: BUYXW-VDCGB-JHRFD-7VTZ4

Document signed by:

Gregory Brown

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Gregory Brown

IP: 99.203.187.46

Date: 20 Jul 2020 17:47:19 UTC



Document completed by all parties on:

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