



	<p><b>Marketing &amp; Communication – Funnel of Marketing</b></p> <ul style="list-style-type: none"> <li>-Numbers and Data for the funnel reviewed – Slide presentation in Board Packet</li> <li>-Marketing Plan <ul style="list-style-type: none"> <li>-Comprehensive Branding – all the same (color, logo, etc.)</li> <li>-“Paint the Town Blue”</li> <li>-Request to the Board – looking to add to the Marketing Board – any candidate suggestions</li> </ul> </li> </ul> <p><b>Financial Update</b></p> <ul style="list-style-type: none"> <li>-June 30, 2021 Financials – End of Fiscal Year <ul style="list-style-type: none"> <li>-Current financial position is strong</li> <li>-Accounts received have had a net recovery in the past 2 years <ul style="list-style-type: none"> <li>-More purposeful in following up on late payments and willing to work with families (families must communicate)</li> </ul> </li> <li>-EANS Grant</li> <li>-Field work for financial audit complete</li> </ul> </li> <li>-September 30 financials <ul style="list-style-type: none"> <li>-Budgeted for 540 students, 552 at the start of school year (down to 548 now)</li> <li>-Lack of financial recovery from families needing financial aid</li> <li>-Number of families paying in full doubled</li> <li>-Budget process has accelerated – should be presented to the School Board in February for approval</li> </ul> </li> <li>-Kathy Purcell willing to cover in more detail if anyone has questions regarding financials</li> </ul>	<p>Crowley &amp; Tosi</p> <p>Purcell</p>
II. Misc.	<ul style="list-style-type: none"> <li>-Working to hire shared HR person with West Catholic</li> <li>-Working to hire a Gifts Coordinator for Advanced</li> <li>-PPP Loan forgiveness – any concerns for the future?</li> <li>-Will set tuition at the next board meeting</li> </ul>	<p>Tyrrell Tyrrell</p>
III. Q & A on materials sent in advance	<p>Admissions – how is it trending for 2022-2023 school year?</p> <ul style="list-style-type: none"> <li>-Cutoff is December 1, though we will work with students all year</li> <li>-Will have a better sense of admissions in January/February</li> </ul>	<p>Rellinger</p>
IV. Approval of Minutes	<p>Board meeting minutes from October were approved</p> <p>Motion: J. Schetz Second: M. Andersen. Motion Approved</p>	<p>Crowley</p>
V. Cougar Toss Liquor License	<p>School Board to vote on liquor license for the Cougar Toss</p> <p>Motion: J. Crowley, Second: S. English, Motion Approved</p>	<p>Jandernoa</p>
VI. Adjournment	<p>Meeting closed for executive session at 7:35pm</p>	<p>Crowley</p>

Respectfully submitted, J. Quint