
Genesis Innovation Academy

“Creating a Legacy of Greatness – One scholar at a time!”

Meeting Link: [https://zoom.us/meeting/register/tJAuce6prj4rHNEFXf_00jKSIBRQ_00SDeou](https://zoom.us/join/zoom/register/tJAuce6prj4rHNEFXf_00jKSIBRQ_00SDeou)

March 23, 2023

7:00 PM

BOARD MEETING MINUTES

- I. Opening/Call to Order:
 - A. Motion made by Taylor Brown to call the meeting to order @ 7:05 PM
 - B. Motion seconded by Tomika Jones
 - C. Abstentions – none; Opposed - none
 - D. Motion carried by unanimous vote

- II. Attendance and Quorum Verification
 - A. Attendees: Tomika Jones - Chair, Taylor Brown, Marissa Coleman, Dr. Marcus Shute, Eddie Bradford, Keishia Niblack, and Dr. Gavin Samms
 - B. Absent: Jeff Lawrence
 - C. Guest: Greg Stevens
 - D. A quorum met.

- III. Consent Agenda (Madam Chair Jones)
 - A. Adoption of Agenda
 1. Motion made by Taylor Brown to adopt the Consent Agenda
 2. Motion seconded by Tomika Jones
 3. Abstentions - none; Opposed - none
 4. Motion carried by unanimous vote.
 - B. Consent Agenda Items
 1. Approval of February Minutes
 2. Approval of March 6 Called Meeting Minutes
 3. Approval of March 16 Emergency Board Meeting
 4. Committee Reports
 5. Approve Girls Academy January Financials
 6. Approve Boys Academy January Financials

- IV. Announcements & Recognitions (Madam Chair Jones)

- V. Discussion & Action Items for the Board
 - A. Governance – (Dr. Marcus Shute, Committee Chair)
 1. Update Item #1: SCSC Monitoring – No update
 2. Update Item #2: In-Person Board Meetings

- a. Discussed best options for In-Person Board Meetings and decided on April and November. The Board will verify the activities with the school for a presentation
- 3. Update Item #3: Committee Meeting Schedule
 - a. The Governance and Development Committees will continue current scheduled monthly. However, the Finance Committee will need to discuss scheduled options in their next committee meeting.
- 4. Action Item #1: Board Nominations
 - a. The chair presented the following slate for Board Officer nominations for FY24 School Year:
 - Tomika Jones, Chair
 - Marcus Shute, Vice Chair
 - Marissa Coleman, Secretary
 - Jeff Lawrence, Treasurer
 - Eddie Bradford, CFO
 - b. The floor opened for nominations and no other nominations presented

B. Finance

- 1. Update Item #1: Technology Ad-Hoc Committee Update
 - a. No Update.
- 2. Update Item #2: Facilities Renovation Update
 - a. There is a punch list that 911 must still work through.
 - b. Dr. Samms will follow up with insurance company on the cost of the deductible.
- 3. Action item #1: Verify Emergency Board Action on Vendor Payment
 - a. Voted to make the payment if the vendor signs a lien waiver. Amended the amount to include the correct amount to the penny.
- 4. Action Item #2: Teacher Salary Scale
 - a. Dr. Samms walked through the salary scale presentation for discussion.
 - 1) GS noted the question is do we operate under the old scale or the approved scale as the basis for contracts offered? We plan to send contract letters next Friday.
 - 2) TJ pointed out that the Finance Committee perspective seems to be that we are still in an employee market and need to consider being competitive but within the budget to avoid deficits.
 - 3) GS discussed the salary simulation which projected FY24 salaries using the proposed schedule:
 - 1. The Boys Academy teacher salary total would increase by \$174k from the FY23 (current baseline)
 - 2. The Girls Academy teacher salary total would increase by \$149K.
 - 3. The increase includes two parts: an increase due to implementing a new scale and an increase due to a year-over-year increase from FY23 to FY24.
 - 4. A 2% increase was proposed for teachers who will not see an increase due to the new scale (mostly due to a teacher already being paid more than the new scale prescribes. The additional increase is relatively small since most teachers get an increase on the new scale (\$9K for Boys Academy and \$12K for Girls Academy).
 - 4) TJ suggested moving the vote to after the Enrollment Update (Academic Excellence agenda item) so that all information is available before the official vote.

- i. Tomika Jones moved to the amend as follows: for Agenda section "V. Discussion & Action Items for the Board, line B. Finance, Action Item #2: Teacher Salary Scale" moved to after Agenda section "V. Discussion & Action Items for the Board, line D. Academic Excellence, Action Item #2: Enrollment Update."
- ii. Motion seconded by Keishia Niblack
- iii. Abstentions – none; Opposed - none
- iv. Motion carried by unanimous vote

C. Development (Keishia Niblack, Committee Chair)

- 1. Discussion Item #1: Development Committee Recommendation (Keishia Niblack, Committee Chair)
 - a. Discussions about Lance Lucas Agency proposal to conduct a SWOT analysis for \$45K (\$15K/month). Countering opinions from other education institutions was not available earlier.
 - b. MC advised that we add a statement notating that we expect the SWOT analysis to take no longer than 3 months.
 - c. MS suggested that we solicit another RFP.
 - d. Greg Stevens and MC will share additional referrals.
 - e. Suggested to seek RFP Writers: MC and KB volunteered to write a RFP and forward, at minimum, to the vendors recommended by Board members and Mr. Stevens.

D. Academic Excellence – (Dr. Gavin Samms, Committee Chair)

- 1. Update Item #1: Staffing Update
 - a. We have not been able to permanently fill the open SPED position. We hired someone but it was immediately clear that it was not a good fit. We will have to report in the CPI platform that we used a certified instructor but not a Special Education teacher.
 - b. Next week we plan to attend another job fair sponsored by Atlanta Metro RESA.
- 2. Update Item #2: Enrollment Update
 - a. Current enrollment numbers: Boys Academy = 286; Girls Academy = 280.
 - b. An overview of applications indicates the rate of application is in-line with historical norms, but the returning-student numbers decreased. The application committee is analyzing the causes (transportation and moving were the top reasons identified during a preliminary review).
 - c. MC asked about comparisons with other schools. GS will check with some nearby schools.
 - d. TB asked that we think about targeting nearby schools that are closing. GS discussed the current social media campaign (with better video quality) that targets the area within a certain radius around the school. Genesis is also working with GCSA on getting media coverage for a couple of upcoming events. Radio ads and Parent Magazine ads are also being considered.
 - e. Additional suggestions include signing a professional group to assist with enrollment marketing. Genesis is currently working with GCSA and a media relations firm that they have contracted to support charter schools. Greg Stevens may have some additional referrals. TJ noted that she connected with a firm at the GCSA conference that does this work and will forward it to GS.

3. Update Item #3: Teacher Salary Scale
 - a. Discussed the teacher salary options presented (which includes non-certified teachers):
 - 1) Girls Academy
 - Option #1: APS FY23 (\$0k in total Retention Bonuses)
 - Option #2: APS - \$1K (\$55K in total Retention Bonus)
 - Option #3: APS - \$2K (\$110 Retention Bonus)
 - Option #4: APS - \$3K (\$165K Retention Bous)
 - 2) Boys Academy
 - Option #1: APS FY23 (\$0K Retention Bonus)
 - Option #2: APS - \$1K (\$60K Retention Bonus)
 - Option #3: APS - \$2K (\$120 Retention Bonus)
 - Option #4: APS - \$3K (\$180K Retention Bonus)
 - b. Greg Stevens confirmed that State Charter School salaries are often competitive with the District and APS, with non-certified teachers making less.
 - c. The Finance Committee stated that we are likely to project a cash deficit in the FY24 budget if enrollment trends continue as is. However, since teachers and staff must be in place, the salary issue is a key component to improving teacher quality and retention, and therefore, enrollment.
 - d. It was noted that the Board has already approved the teacher scale represented by Option 1. The total estimated cost of option 1 increased by \$34K relative to what was presented at the time of the approval. The increase is due to using the FY24 estimate as opposed to the hypothetical FY23 estimate. The board expressed comfort with Option 1 even with the projected additional increase.
 - e. Madam Chair entertained a motion to approve a minimum 2% teacher raise, understanding that some teachers may get more than 2% because of the scale.
 - 1) The motion made by Taylor Brown was for the Board to approve a 2% teacher raise for those teachers who fall outside the regular pay scale, to ensure that all teachers get a minimum of 2% raise.
 - 2) Motion seconded by Keishia.
 - 3) Abstentions - none; Opposed - none.
 - 4) Motion carried by unanimous vote.
4. Action Item #1: Approve FY24 Calendar Amendment
 - a. GS presented calendar updates:
 - 1) Open House moved to July 28th (was July 31st)
 - 2) Professional Development moved to March 28th (was February 24th)
 - 3) Asynchronous Day moved to March 15th
 - 4) Instructional Days remain unchanged.
 - 5) Asynchronous Day added on May 3rd (the week of GMAS testing; no test on that date).
 - b. Madam Chair requested a vote to approve the amended FY24 GIA Calendar
 - 1) Motion made by Keishia Niblack to amend the 2023-2024 GIA School Calendar.
 - 2) Motion seconded by Eddie Bradford.
 - 3) Abstentions – none; Opposed - none.

4) Motion carried by unanimous vote.

VI. Public Forum

- A. Ms. Peoples, a parent and former educator, stated that she wanted to learn more about the school. She remembers the school chartering and visits the school.
- B. Greg Stevens addressed the board and appreciated the invitation.

VII. Executive Session (none)

VIII. Action Item Review

A. Old Business (prior Action Items)

- 1. GS to provide rationale for the Salary Scale Analysis recommendations. **Complete.**
- 2. Board to vote at April meeting on two months for FY24 in-person meetings. **Pending.**
- 3. MS requested that each committee prepare a recommendation for their meeting frequency during their March meetings to present to the April Board meeting. **Pending.**
- 4. KN to send the full Development Proposal to the Board for review. **Complete.**
- 5. G Samms will submit a Year- Over-Year enrollment comparison. **Complete.**
- 6. Ms. Davis to confirm who is registered for the GCSA Conference. **Complete.**
- 7. TB to inform the Finance Committee to schedule a Called Meeting next week to discuss and recommend a salary scale. **Complete.**
- 8. TJ will send the Board the GCSA Conference presentation link to Board members. Anyone interested in attending should inform Dr. Samms by Monday, February 26, 2023. **Complete.**

B. New Business (new Action Items)

- 1. GS to follow up with insurance company about deductibles, remaining punch list items, and check distribution.
- 2. MC and NB will develop an RFP for fundraising and send it to TJ for further consideration.
- 3. GS will call schools to help us gather comparisons regarding applications and wait lists.
- 4. Greg Stevens will provide recommendations to assist with our philanthropic efforts and determination of market costs for a SWOT analysis.

IX. Next Board Meeting: **April 27, 2023 @ 7:00 PM** (in-person meeting)

X. Closing and Adjournment

- A. Motion made by Eddie Bradford to adjourn the meeting to order **@ 9:54 PM**
- B. Motion seconded by Taylor Brown
- C. Abstentions – none; Opposed - none
- D. Motion carried by unanimous vote