

GENESIS

INNOVATION ACADEMY

"Creating a Legacy of Greatness – One scholar at a time!"

MINUTES | Board of Directors – Development Committee

September 9, 2025 | 6:00 PM

I. Opening / Call to Order - @ 6:08 PM

II. Attendance & Quorum Verification

Attendees: Dr. Gavin Samms (GS), Kesiha NiBlack (KN), Alison De Souza (AD)

Guests: Jeremy Faulk (JF)

Quorum: A quorum was established.

III. Approval of Agenda and Minutes (Summary) – None

IV. Announcements & Recognitions

V. Discussion & Action Items

- a. Update: Lance Lucas and Associates
- b. Development Plan/Brainstorm

SUMMARY: The Development Committee addressed several key issues during their session. Keshia Niblack confirmed a quorum and noted the absence of previous minutes or agenda items for approval. The committee discussed their relationship with Lance Lucas, with Gavin Samms reporting no recent contact and suggesting they officially communicate their decision to halt the contract. The participation of John in the committee was clarified, allowing him to contribute without being a board member, provided a board member leads the discussions.

The committee focused on establishing priorities for the development plan, emphasizing the importance of board giving as a means to facilitate other funding opportunities. Gavin suggested testing the Give Butter platform for donations, which Alison confirmed is user-friendly and effective. The conversation also highlighted the need for improved storytelling and marketing strategies to enhance stakeholder engagement and fundraising efforts. Keshia and Gavin discussed the potential for a more authentic social media presence, debating whether to hire a marketer or leverage Alison's expertise, while also recognizing the importance of emotional storytelling to connect with their audience.

Action Items and Scheduling Updates

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Keshia Niblack outlined her action items, which include contacting John White about board giving and sending him an invitation for the October 14th meeting. Alison De Souza shared her travel plans and surgery schedule, prompting discussions about scheduling a meeting to leverage her expertise. Jeremy Faulk and Gavin Samms agreed on the need for further engagement regarding social media strategies.

VI. Public Forum

VII. Executive Session

- a. None Scheduled

VIII. Action Items

- a. Past Items
- b. New Items

IX. Next Meeting: October 14, 2025 @ 6:00 PM

X. Closing and Adjournment - @ 6:52 PM