

Oceanside Collegiate Academy
Board Retreat
Legion Collegiate Academy
3090 Lawn Meadow Rd
Rock Hill, SC
May 19, 2023
8:30am

- Call to order-Welcome-Marvin Arnsdorff- Marvin called the meeting to order at 8:32am. Members in attendance were Marvin Arnsdorff, Nora Howard, Gary Nestler, Sandra Patrick, Chris Swisher, Tony Zarcaza. Others in attendance were Mike Miller, Christina Brown, Michelle Crawford. Others attending via zoom-Andy Patrick, Ryan Bartemeyer.
- Mission statement ready by Marvin Arnsdorff- Oceanside Collegiate Academy will serve high school students in a safe, small, family-centered setting who seek the opportunity and challenge of a rigorous curriculum, high academic standards, outstanding athletics while earning up to two years of college credit while in high school.
- Approval of agenda-Nora Howard moved to approve the agenda, seconded by Sandra Patrick. Motion passed unanimously.
- Public comments- None
- Budget Workshop-Mike Miller- Discussed the origins of a budget, every item is supported with actual details from bank statements, expenses, planning for next year. OCA is a 501c3 corporation meaning the school is non-profit and must work within the IRS regulations as such due to tax exempt status. Just because OCA is a non-profit doesn't mean it can't generate money. The school is run as a business. If money is not used, it is kept for future use vs. spend it or lose it government budgeting. OCA has built up cash reserves. Due to covid, the government gave money thru ESSER, PPP loans, GEER money, resulting in an increase in our cash balance. This allows us to not have to finance the current field. OCA has 4.7M in cash-some of which will be used for the next project. 120-150 days of cash on hand is sufficient. Most charter schools run much lower. As CFO, Mike Miller budgets conservatively thus meeting budget and accruing cash. Where we are going-funding-ESSER funds for next year are in the budget. ESSER funds will be ending in 2024-25. OCA will soon be back to relying on state funds and fees. The state has seen an increase in state allocation-\$50-250/yr per student. Enrollment drives the school-goal is to max out enrollment. Re: blue spending sheet-The previous funding method is what was existing as of last year. This year OCA's funding per student have dropped by approx. 5% hit in per student funding. New funding matrix eliminated funding for dual enrollment programs. This coming year OCA will have 300 dual enrollment students. Nothing else changed with funding formula. Erskine receives a chunk of money from state based schools-Erskine takes their weighted per pupil funding. Mike Miller talked with CIE in March-because weighted per pupil funding is not growing as fast as the other schools in the CIE portfolio. Andy met with Governor's office. They were surprised by the discrepancy in funding amounts-the new program wasn't supposed to hurt schools. The challenge now is to try to figure out how to balance the funding. ESSER money for 2023-24 will be approx. \$320K. With the new formulation for

funding, every fiscal year is a stand alone budget year-covenant in our bond requires cash on hand of 40 days. Mike will report back in June mtg re: status with governor's office. Revenue funding should remain consistent next yr. Revenue should be going up next yr due to enrollment to 650- That number used for projected bonds-2% district retainer to Erskine-ESSER 2,3 funds have \$40K left to spend-These funds will be gone at end of budget yr 2023-24. OCA has used most of that money to fund payroll costs. The program has been beneficial to the school. Income will be down 2023-24 due to reduced ESSER money. Salary & benefit numbers derived for full time staff is approx. \$7200 to \$9000 -contributed to health benefits. Certified staff increases in pay are based on their qualifications. Admin/supervisor roles will be compensated for the extra responsibility. Benefits Package includes bonuses-tied to performance and financials. The bonus for June 2023 will be \$300K based on where we are, employee activity breakdown. Salary and benefits are 41% year over year and tradition schools typically run at 56%. Budget for legal services is up 130K-legal and lobbying. Athletic transportation is significant at 190K. OCA contracts with coastal limo for transportation when needed. \$860K is budgeted for cost of athletics. Debt service-P&I-325K. OCA has a \$1.5M note with Summit construction. Repaying an interest free loan to Summit at 150K/yr x 7 yrs. Debt service will go up when OCA issues a new bond. 2025-we can call the existing bond-reduce the interest cost on existing debt. We will get a credit rating with new bond issuance. Budget is projecting 771K profit for 2023-24. \$1.38M made thru April 2023 minus \$300K in June bonus. Estimate \$1.2M profit this year.

- Gary Nestler moved to go into executive session, Sandra Patrick seconded. Motion passed unanimously. Tony Zarcaza moved to come out of executive session, seconded Sandra Patrick. Motion passed unanimously. Board came out of executive session. No votes were taken during executive session.
- Nora Howard moved to engage Martin Smith to conduct an extensive audit, Chris Swisher seconded. Motion passed unanimously.
- Marketing and Public Relations-Ricky Hazel-Websites-OCA has multiple websites. Ricky will combine all into one before start of 2023-24 school year. The website will want to tell the story of the school-all customizable. Website will have an events calendar which will be downloadable. There will be space for sponsorship, media wall, YouTube channel, bottom has premier sponsor spots. Sidearm which is part of Learfield is the operating system. The website will include a staff directory. Includes photo gallery, Rosters, staff/student bios, newsletters, live video streaming, QR code generator, create surveys, countdown clock, manage ticketing for events, auctions, alerts. Through K12 licensing, Ricky is working on getting all OCA logos trademarked K12 can help with retail strategy. This is an opportunity for revenue. OCA can have team stores thru Amazon and Sidearm. K12 takes a % of retail revenue. OCA has talked with local trademark attorneys and have received two proposal to trademark the OCA Name/logo/likeness. The school needs to decide which logos it wants to protect and whether school wants to get federal trademark protection. Read handout on acceptable use of intellectual property. Ricky wants to put together social media guidelines and shut down or unaffiliate any accounts that are not sanctioned by the school. OCA needs to have control over all of the official school social media accounts. Each school should have an inhouse social media

coordinator-can be staff. Fewer channels are better. Photography is important, he suggested having picture day to do headshots of staff, BOD, suggested contacting freelance photographers to shoot the event. Need to build a student media team on campus with an advisor. ESPN plus productions is a possibility for students to produce events. We must control the messaging on all issues.

- Roles and Responsibilities-Christina Brown and Andy Patrick-The Responsibility matrix was designed several years ago and presented to the board each year. Designed to identify what everyone's roles and responsibilities are, where questions should be directed. On the matrix you can see who is responsible for specific items. Important for the board to have members who may be less biased to the school by not having a student attending the school. Board must act as one unit. Trust Christina to lead the school and support her leadership. Share any information that comes to you with Christina, so she has awareness. The most important part of being a board member is to be objective and not act or be reactive in a situation. Follow the responsibility matrix and make decisions for the betterment of every student in the school. Stand behind the administrator and support her decision. The board must make decisions to follow the mission statement and to keep the school successful. The master schedule is extremely difficult to put together must be adhered to in order to keep the school working. Policies are in place for a reason-to provide guidance and structure to allow the school to thrive. Christina is considering all students when making decision regarding a specific situation not just the one or two students involved. Student handbook will be up for approval on June agenda. If there are any changes, additions, etc., bring it to the administration for consideration. As a board, we can't have parental tunnel vision. We function to uphold the mission, vision, and core values of the school as a board. We as a board must respect the boundaries of the board's role within the school.
- Nora Moved to adjourn, seconded by Sandra. Motion passed unanimously. Meeting adjourned.