



The Palmetto School at the Children's Attention Home

Title I & Board Meeting Minutes

May 21, 2020 at 5:00 p.m.
Online meeting

Board Members Present: Dan Freeman, Dan Wilde, Debbie Burns, Katie Arnold, Kristin Roche, Monique Constance-Huggins

Executive Director/Principal – Chantell Tarver

School staff members present: Debs Feldman (Bookkeeper), Gary Baggett (Assistant Principal)

Online meeting due to COVID-19 pandemic: Meeting attendees connected via Zoom (meeting ID # 858 2183 2064).

Dan Freeman called the meeting to order at 5pm by reading the school Mission Statement.

Action Items:

- Dan Freeman requested a motion to approve the 2020-2021 Palmetto School Budget as submitted. A motion to approve was made by Dan Wilde, second by Debbie Burns. The motion was unanimously approved.

Other Business:

- **Working session to discuss marketing verbiage and fundraising opportunities –**
 - The process to begin a capital campaign was discussed. The cost of a capital campaign, timeline, and goals were also discussed. Dan Freeman provided several suggestions from Capital Campaign Toolkit.
 - The Board agreed on the importance of reintroducing the school to the community and providing a history of the school and its supporters.
 - Prior to the meeting, Board members provided suggestions for the verbiage and narrative/school story that should be included on future marketing materials. Submitted verbiage suggestions were discussed in detail. Narrative #2 from the list of submissions will be modified in a concise format to include a brief history of the school and a picture of Ms. Tarver. Being mindful of and sensitive to the verbiage used in communications from the school was discussed.
 - School staff could be reintroduced in a future communication. The success of the students and the school must be highlighted.
 - In an effort to create awareness of the school, a lunchtime interview on WRHI in the coming months was suggested. Posting video success stories and parent interviews on the school website as was done in the past was also suggested. The associated cost for utilizing this type of service

was discussed. The possibility of obtaining assistance from mass communication students at Winthrop was recommended.

- Ms. Tarver provided an overview of the impact COVID-19 and the current state mandated school closure has had on the school. Students are predicted to be behind when school resumes for the 2020/2021 schoolyear. Ms. Tarver reviewed a COVID-19 Community Request document that could potentially be distributed to request assistance. Including COVID related information in the initial capital campaign mailer was debated.
- The importance of the schools continued partnership with CAH and local companies that currently donate to the school was discussed. The Board agreed on the importance of recognizing local businesses that support the school.
- It was agreed that all Board members will be involved in the capital campaign initiative rather than forming a committee. The importance of school staff involvement was also discussed.
- The following are takeaway items from the work session:
 - Ms. Tarver will email Katie Arnold a brief history of the school. Katie will condense the school history and Narrative #2 and will send the draft to the Board for review by May 27th. Board members will provide feedback by June 3rd. Afterwards, the document will be reviewed by the Marketing department at Williams & Fudge with a goal of having the proof at the June Board meeting.
 - Debbie Burns will begin developing a capital campaign timeline.
 - Dan Freeman will schedule a 30-minute meeting with Capital Campaign Toolkit.
 - A 20-minute capital campaign work session will be included on Board meeting agendas for the foreseeable future.
 - Monique Constance-Huggins will contact the Mass Communications department and the Education department at Winthrop University regarding the possibility of students assisting with school fundraising efforts.

With no further business the meeting adjourned at 6:25pm.

Next Meeting:

The next regular Board meeting will be held online on June 11, 2020 at 5:00 p.m.