

New Bedford Academy Board of Directors  
Special Meeting Minutes  
November 14, 2016 8:45 a.m.

APPROVED

PROPOSED

I. Call to Order

The meeting was called to order at 8:40 a.m., at 6315 Secor Road, Lambertville, MI

II. Roll Call

Present: Cynthia Dress, Tim Rothman, Gary Walentowski and Dean Vollmar  
Excused: Kelly Tucker and Jessica Bennett

Also Present: Greg Sauter, Kate Witucki, and Laura Emshanov

III. Public Comment

IV. Approval of Agenda

Motion made by Vollmar, supported by Dress that the Consent Calendar including November 14, 2016 Special Meeting agenda be approved. Motion passed unanimously.

V. New Business

A. Strategic Planning

1. Marketing

The following marketing strategies were discussed –

- To contact The University of Toledo English Department regarding students interested in writing “copy” for the NBA marketing promotions.
- Having the Academy eight grade students take pictures at events and during daily activities to use for advertising.
- To purchase banners and professional images for the Academy.
- Advertise often that the Academy is a free public school offering individualized instruction. Increase newspaper ads and Facebook ads.
- Increase family involvement
- Have bring a “Friend Movie Nights”


2. Financing

Discussion was held regarding a building refinance.

VI. Adjournment

Motion made by Rothman supported by Vollmar, that the meeting be adjourned. Motion passed unanimously. Meeting adjourned at 9:40 a.m.

**Proposed minutes respectfully submitted,**

Kathleen Witucki / 

Date: November 17, 2016

Kathleen Witucki, recording secretary

Approved by the Board of Directors at its March 13, 2017 meeting.

Board Secretary 