

West Ridge Academy Charter School

6905 8th Street, Greeley, CO

Board of Directors meeting

March 24, 2025

1. Preliminary
 - a. Call to Order – Ken called the meeting to order at 6:05pm.
 - b. Welcome Guests – Davon Renfrow, John De Los Santos
 - c. Roll Call - Ken Dyer, Bush White, Craig Carlson, Jeff Wiley and Ben Redl
 - d. Pledge of Allegiance
 - e. Public Comments – none
 - f. Announcements – none
 - g. Approval of Agenda - Ken asked for motion to approve the agenda. Craig gave first, Bush gave second. Motion carried.

2. Consent Agenda
 - a. Approval of Board Meeting Minutes with year correction for Jan & Feb – February 24 – Ken gave first, Bush gave second. Motion carried.

3. General Agenda
 - a. Update on Property Improvements
 - i. Parking lot, working with City on road easement and drainage
 1. ROW reduced from 90' to 60'
 2. Also some issue / item with drainage
 - b. Student Head Count 2025-2026
 - i. 320, K to 23

4. Reports in writing unless there are questions
 - a. Executive Directors / Principal Report
 - i. Board Policies and Bylaws
 1. Retention Policy
 - a. Attendance
 - b. SBGL
 2. Students unenrolled due to behavior - returning policy
 - ii. Planning
 1. Leveled Bookroom - Raised \$12,015.00
 - iii. Staffing Update
 1. Joe Balzano - P.E.
 - iv. Advertising
 1. Flyers to pediatric offices, preschools, and library
 2. Greeley Lifestyle

3. Radio
 4. Yard signs
 5. Mailers
 6. Referrals
 7. Fall/Spring Festival
 8. Farmer's Market Bags
 9. Facebook
 10. Instagram
 11. Waggles
 12. Google Reviews
 13. Swag at Community Craft Fair - other events
 14. Partner with Options
 15. Personal email to directors of kids programs and various churches
 - a. Journey
 - b. Christ Community
 - c. Victory Christian
- v. Recruiting - \$\$\$\$\$
- vi. Advertisement Options:
1. Google removal of a negative review
 - a. \$600 per review removed
 2. Weld County Website
 - a. Costly
 - b. Hard to find - Not intuitive
 - c. ???
 3. Model Home Sites
 - a. Bartran Meritage
 - b. Journey Homes
- vii. Enrollment 25-26: 320
- viii. Community Engagement
1. Parent Ambassador program
 2. Greeley Stampede Parade
- ix. Planning
1. Strategic Planning?

5. Treasurer's Report & Financials

- i. John reviewed financial reports.
 1. Bush made a motion to accept financial reports as presented. Craig gave second. Motion carried.
6. Executive Session - none
7. New Business – none
8. Next Board Meeting – April 21 at 6:00pm
9. Adjournment - Bush made a motion to adjourn meeting. Craig gave second. Motion carried. Meeting adjourned at 7:51pm.

Respectfully submitted,

Jeff Wiley
West Ridge Academy
BOD Secretary

Next Board meeting: April 21, 2025, 6:00pm at West Ridge Academy

Although the board encourages everyone to attend its open meetings, board meetings are to conduct the business of the school. Board meetings are not “public meetings,” but meetings held in public, and accordingly public participation shall be controlled so the board can proceed with its agenda within a reasonable time.