

West Ridge Academy Charter School

6905 8th Street, Greeley, CO

Board of Directors meeting

June 19, 2025

1. Preliminary
 - a. Call to Order – Ken called the meeting to order at 6:07pm.
 - b. Welcome Guests – Davon Renfrow, John De Los Santos
 - c. Roll Call - Ken Dyer, Bush White, Craig Carlson, Jeff Wiley, Morgan Wallace 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. Bush gave first, Craig gave second. Motion carried.

2. Consent Agenda
 - a. Approval of Board Meeting Minutes for May 19 – Bush gave first, Craig gave second. Motion carried.

3. General Agenda
 - a. Marketing Follow-up Discussion
 - i. Morgan talked to a student that Bush had who runs a digital media marketing campaign (with a marketing firm) for a K-12 private school in Co. Springs, with great success.
 1. Believe the annual contract was \$24k after trial.
 2. Will try to get demo meeting set up on Thursday
 - ii. Post Card delayed by mailing list rules, wording had to be changed.
 - iii. Info on 4 different options marketing with City of Greeley
 - iv. Yard sign pricing
 - v. Other options of bumper stickers, window clings, etc.
 - vi. Billboards – eastbound only available right now
 1. earliest July 7 (11' x 23'), then July 28 and later
 - vii. Getting info on shopping carts at King Soopers
 - viii. Approving 24/25 marketing funds for Post Cards, Billboard, Digital Marketing Trial Period
 - b. 2024-2025 Final Budget Approval
 - i. John reviewed the final budget.
 - ii. Ken made a motion to approve the 24-25 final budget. Craig gave second. Motion carried.

4. Reports in writing unless there are questions
 - a. Executive Directors / Principal Report
 - i. Board Policies
 1. Kept retention verbiage the same.
 2. Handbooks - Family and staff completed
 - ii. Planning

1. Board Meeting Dates for 2025-2026
 - a. Ken made a motion to accept calendar as presented. Ben gave second. Motion carried.
2. Parking Lot
 - a. Contract Signed with Harris
 - b. Landscaping proposal still needed
 - c. Will reach out to Harris and City to learn options if permit is delayed, how long a permit lasts, and other options to delay if needed.
- iii. Current head count 2025 expectations: 318
- iv. Staffing Update
 1. ELA - Annie Jackson
 2. Science - Scott Krominga
 3. Facilities Manager - TBD
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
 - a. John brought recommendation for an Executive Direction salary adjustment. Ken made a motion to approve. Bush gave the second. Motion carried.
8. Next Board Meeting – July 14 at 6:00pm.
9. Adjournment - Bush made a motion to adjourn meeting. Craig gave second. Motion carried. Meeting adjourned at 8:16pm.

Respectfully submitted,

Jeff Wiley
West Ridge Academy
BOD Secretary

Next Board meeting: July 14, 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.