

West Ridge Academy Charter School

6905 8th Street, Greeley, CO

Board of Directors meeting

May 21, 2026

1. Preliminary

- a. Call to Order – Bush called the meeting to order at 6:07pm.
- b. Welcome Guests – Davon Renfrow (remote), Ashton Dyer (remote) John De Los Santos, Brad Bacon (Rational Choice - remote)
- 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 - Bush asked for motion to approve the agenda. Ben gave first, Craig gave second. Motion carried.

2. Consent Agenda

- a. Rational Choice review for renewal with Brad Bacon
 - i. ROI Recap (through April – 10 months)
 1. 16 student enrollments, some from out-of-state
 2. 120 leads (families)
 3. Average cost-per-lead = \$143
 4. "Lifetime value" = \$672,000 (4-year avg. tenure)
 5. "Invested" (spent) = \$40,350
 6. \$16.65 (16.65x) for 4-year tenure (4.16x for 1 year)
 7. Some leads were for future years (younger students)
 - ii. Upcoming:
 1. ChatGPT advertising coming (Google and Meta currently)
 2. Text messages and voice mails to leads
- b. Approval of Board Meeting Minutes for April 20 – Bush gave first, Craig gave second. Motion carried.
- c. Approval of Transportation Policy – Second Read. Morgan made a motion to approve policy. Craig gave second. Motion carried.
- d. Add Members to the WRA Building Corp. Ken made a motion made to add Bush and Ben to the WRA Building Corp. Craig gave second. Motion carried.

3. General Agenda

- a. 2026-2027 Budget Discussion
 - i. High Dollar Fixes
 1. HVAC – AC not working last week
 2. Landscaping / Water – water puddles west of gym, new grass is mud – getting quotes from Fisher
 3. Roof damage – major leak fixed, have more to track down
 - ii. Advertising budget renewed
 - iii. Reviewed changes vs. current year

- iv. Ken made a motion to accept the 2026-2027 preliminary budget with discussed adjustments. Craig gave second. Motion carried.
 - b. PILOT review (Payment In Lieu Of Taxes) from Mill levy
 - i. Received huge PILOT bill (\$134k) triggered from lot consolidation
 - ii. New PILOT total corrected to be \$8873
 - c. Parking Lot / Road Discussion
 - i. No new details on these projects.
 - ii. Plans with the City supposedly to be approved soon.
 - iii. Tabled until we know more budget details regarding SPED.
 - d. Payout for Sick Leave Policy – Discuss Concerns
 - e. Five-Year Plan
 - i. Will schedule a board work session to focus on these and reform.
- 4. Reports in writing unless there are questions
 - a. Executive Director's Report:
 - i. EOY Data
 - ii. Enrollment
 - 1. Total - 337
 - 2. Elem - 253
 - 3. Middle School - 84
 - 4. Not Returning - 25
 - a. Out of Town - 8
 - b. Other Greeley schools - 17
 - iii. Salary Schedule Suggestion
 - 1. PhD or MA - without increments
 - iv. Staffing Update
 - 1. Music - TBD
 - 2. 4th Grade LTS - TBD
 - v. Reviewed Future Board Meetings
- 5. Treasurer's Report & Financials
 - i. John reviewed financial reports. Ben made a motion to accept financial reports as presented. Bush gave second. Motion carried.
- 6. Executive Session – none.
- 7. New Business – none.
- 8. Next Board Meeting – June 15 at 6:00pm.
- 9. Adjournment - Bush made a motion to adjourn meeting. Craig gave second. Motion carried. Meeting adjourned at 9:34pm.

Respectfully submitted,

Jeff Wiley
West Ridge Academy
BOD Secretary

Next Board meeting: June 15, 2026, 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.