



**Visible Men Academy**  
Board of Directors Meeting  
November 8, 2023  
4:30PM – 5:30PM

**AGENDA**

- I. Welcome and Roll Call- Naiema Frieson-Board Chair**  
Approval of minutes from September 6 & 21 & Oct. 4, 2023 meeting
- II. Mission Moment- Dr. Janjay Gehndyu**
- III. Board Chair Report – Naiema Frieson- Board Chair**
  - a.
- IV. Melissa Dunlap & Marilyn Kline- Development, Communications, & Grant Writing**
- V. The State of the School Report –Dr. Janjay Gehndyu, School Principal**
  - a. Charter Renewal update
  - b. Love Lunch- Net Gains
  - c. Shine On
- VI. Development- Jay Lockaby**
  - a. Stewardship-
  - b. End of year appeal
- VII. Field of Dreams update-Dr. Gehndyu**
- VIII. New Business**
- VII. Meeting Adjourned**



Executive Board Meeting | Wednesday, Nov. 8, 2023  
4:30pm – 6:30pm | MINUTES

The board meeting was held part in-person at VMA and part via Zoom.

Board Members Present

Naiema T. Frieson, Board Chair (Zooms)  
Melissa Dunlap, Development Chair (Zoom)  
Marilyn Kline (Zoom)  
Jeff Meyer (Zoom)  
Louis Parker, Founder & Board Member Emeritus  
Willitone Petit, Treasurer (Zoom)  
Dr. Janet Taylor (Zoom)  
Earnest Wilks (Zoom)  
Greg Vogel, Teacher Representative (Zoom)

Board Members Absent

Dilicia Navarro, Parent Representative  
Tara Sall (just had a baby)

Staff Present

Janjay Gehndyu  
Jay Lockaby  
Lori Benton

Naiema Frieson called meeting to order

Mission Moment (Greg Vogel)

Teachers have partnered with the USF REACH Grant. Donna Wissenger, world renowned Flutist and students interacted with a marine biologist and linked music with coral reef restoration. Out of Door Academy is partnering with the school more for students to earn scholarships and attend middle and high school. Naiema was impressed with bringing visitors to the school to interact with students.

Unanimous approval of minutes with amendments to September 6 & 21st with Marilyn Kline being present. October board minutes no change.

#### 1. Board Chair Report (Naiema)

-ACT setting up meetings with board members to make recommendations with other board members. Board members should give follow-up and board assessment documentation with the ACT group. Naiema has handed over the reins for a new CRM, grant writer, to Jay and Lori. Naiema is excited about where the team is now and moving things forward.

#### 4. State of the School report (Janjay Gehndyu)

- Admin meetings focused on donor perspective and leadership perspective
  - Dashboard shared for board members: midway through second quarter, much growth and development with the boys. Primarily focused on character development and daily attendance rate dropped 6% due to student illness. School is having success communicating with parents and going well. Dr. Gehndyu reminded board members of the 60% goal of reading and math. New 4th Grade teacher Mr. Mendez, who has a strong background in math, is now at VMA. Male teacher and has had a positive impact in the school.
  - School out week of Nov. 20- Thanksgiving Break
  - F3 received a \$2,000 Grant for P.E. equipment and shirts for the boys. Great partners with the school
  - Significant increase in local progress monitoring in reading
  - State progress monitoring coming in December (math)
  - Pie day Nov. 17
  - Preparing for 1st annual science fair in the spring. (Giving circle possibility for donors to attend)
  - End of the year appeal to not having to ask for money from saving is \$124K earned by EOY
  - \$6K- interest earned
  - \$114- Development has brought in
  - \$90K- in Grants
  - \$52K- captured from Love Lunch
  - \$100K- earned in Capital
- Total giving this year is \$521K so far.

#### Jay Lockaby & Melissa Dunlap- Development Report

- Melissa: Board grateful for Jay being on board to help guide the board on fundraising.
- Development Dashboard available to board next month.
- Entire board is needed to be a thank you team to donors (Love Lunch). Good for year end appeal
- Sun Club or Annual effort to support a sun
- Letters should be sent to donors for tax purposes. Phone calls are meaningful
- Naiema brought up asking people to come to school for a tour and see how their dollars are working.
- Marilyn brought up having school stationary to send notes to people. Lori gave a display of thank you cards and set aside 10 Thank you cards for board members.

- Louis mentioned having a phone-a-thon for a Love Lunch thank your. Students thanked Melissa Morsili by hand and Naiema gave a gift to Melissa Morsili on behalf of the school. Melissa has signed on to do Love Lunch again.
- Melissa Dunlap discussed having tours at the school. Jay mentioned having tours any Friday for bringing potential donors to the school. Potentially the 2nd Friday in December.
- Honor roll event is great for big groups of donors and to see the kids.
- Jay: Boards roll in fundraising 45% cultivation 10% solicitation, and 45% Stewardship. Activities described will help cultivate new donors. New policies being implemented on donor contact so Jay can update the prospect on donors, school missing that type of information currently. Board should quickly read the notes to stay informed. PR company Jay is interacting with will help with bringing visibility to school and enrollment. Looking to bring on a grant writer who has a money back guarantee. New CRM system Virtuous will be used to help steward donors. From the reporting aspect Jay will be calling donors to introduce himself and ask for dollars.

Jay feels welcomed by the staff and is pleased with the staff.

#### 5. Treasurer's Report (Earnest Wilks)

- Nothing additional to report. Earnest is pleased with the development of funds and Willitone will be the treasurer and be able to deliver a clear picture of finances if any needs to be given.

Shine ON! April 27th.

Location: Possibly Lakewood Ranch (The Grove) or Sarasota (Michael's on East).

Naiema discussed board members showing up on campus to interact with students and staff to have a presence on campus.

No new business.

Meeting adjourned after 1 hour, 7 minutes.