

Hope Academy of West Michigan Board of Directors

Approved Special Meeting Minutes

Mission: *Hope Academy of West Michigan is a safe place for students to grow and achieve academic success.*

Date: January 27, 2025

Time: 8:00 a.m. (Immediately following the Regular Board Meeting)

Place: Hope Academy of West Michigan
240 Brown St SE
Grand Rapids, MI 49507

- I. **Call to Order and Roll Call.** *Barth Roberts called the meeting to order at 8:24 a.m.*
 - A. **Board Members Present:** Barth Roberts, Dr. Bernard Ayoola (left at 11:10 a.m.), Mark Brouwer and Michelle Eddie.
 - B. **Board Members Absent (with prior notice):** Todd Medendorp (joined virtually left at 11:00 a.m.).
 - C. **Others Present:** Dr. Heidi Cate, Superintendent; Leslie Cummings, Executive Director Business Office; Dr. Arthur Garner, School Principal; Joshua Barnhart, Assistant Principal; Dr. Michele Sideman, FSU Representative; Amanda Shyne, Recording Secretary; Elisa DeMaar, ML Director; Jacqulyn Burde, Galapagos Marketing; Matt Ray, Galapagos Marketing.
- II. **Public Comment* (limited to agenda items only).** *None.*
- III. **Approval of Agenda.** *A motion to approve the agenda as amended was made by Mark Brouwer and supported by Dr. Bernard Ayoola. The motion passed unanimously.*
- IV. **Consent Calendar.** *None.*
- V. **Old Business.** *None.*
- VI. **New Business.**
 - A. Review Mission, Vision and Values. *Tabled.*
 - B. Review Feedback from FSU-CSO Mid-Contract Review. *Tabled.*
 - C. Marketing Presentation by Galapagos. *Jacqulyn Burde led the Board in a marketing discussion on various topics including branding, target audiences and communication strategies.*
 - D. Review Data from Last Three Years.
 1. Demographics. *Tabled.*
 2. Perception Data. *Tabled.*

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3. Student Achievement Data:

a) Set annual targets. *Tabled.*

b) Discuss how often, and in what format data will be presented to the Board. *Tabled.*

E. Review Seyferth Marketing Survey Report (from Spring 2024). *Tabled.*

F. Review SWOT Analysis (from December 2024 Board Meeting). *Tabled.*

G. Goals for 2025-2026 School Year.

1. Review AMP Plan. *Tabled.*

2. Discuss Budget, Enrollment Numbers, and Staffing. *Tabled.*

VII. Correspondence. *None.*

VIII. Extended Public Comment* (limited to non-agenda items only). *None.*

IX. Reconfirmation of Next Regular Meeting Date.

February 24, 2025 at 7:00 a.m.
Hope Academy of West Michigan
240 Brown Street SE
Grand Rapids, MI 49507

X. Adjournment. *A motion to adjourn the meeting was made by Michelle Eddie and supported by Mark Brouwer. The motion passed unanimously and the meeting adjourned at 11:40 a.m.*

Individuals wishing to address the Board of Directors under Items II and IX above are requested to sign in with the Board Secretary prior to the start of the meeting. Individual comments are limited to no more than three (3) minutes each and a total time allowance not to exceed thirty (30) minutes, unless extended by a vote of the Board. The Board will not verbally respond to public comments but may follow up in the most appropriate and time-effective manner.

Complaints or concerns regarding Board members or school employees associated with the Academy shall first be addressed in writing and delivered to the Board President at least five (5) days prior to the Board meeting or such complaints or concerns shall not be heard by the Board. The Board will not verbally respond to public comments but may follow up in the most appropriate and time-effective manner. (Source: Board Policy 0167.3)

Proposed minutes of this meeting will be available for public inspection at the Hope Academy of West Michigan/Integrity Educational Services Central office at 3300 36th Street, SE Grand Rapids, MI 49512, eight (8) business days after the meeting. Approved minutes are available within five (5) business

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days after the meeting at which they are approved (in accordance with Open Meetings Act, Public Act 267.)

Submitted by:



Amanda Shyne
Recording Secretary

Date: 1/27/2025

Approved by:



Peter Kladder
Board Secretary

Date: 2/24/2025

