



Vertus

HIGH SCHOOL

21 Humboldt Street
Rochester, New York 14609

Tel (585) 747-8911
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MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS VERTUS HIGH SCHOOL

March 16, 2021

Time and Place of Meeting

A meeting of the Board of Directors (the “Board”) via video conference on March 16, 2021 at
4:00 p.m. EST

Quorum and Attendees

The following directors were present:

Victoria Van Voorhis
Bryan Hickman
Evan Gallina
Frederick Johnson
David Carr (camera inactive)
Mike Mandina
Calvin Gantt

The following directors were excused:

Timothy Brown

The following directors were absent:

None

The following staff members were present:

Julie Locey

The following advisors to the Board were present:

Amy Brisson – DeJoy, Knauf & Blood, LLP

The following members of the public were present:

Carol Garrett – pending board member

Call to Order



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Ms. Tory Van Voorhis called the meeting to order at 4:02 p.m. and acted as Chairperson of the meeting. Mr. Gallina acted as Secretary of the meeting. Ms. Van Voorhis then announced that the meeting was ready to proceed with its business. All directors could see, hear and be seen and heard by each other.

Governance and Resolutions

Resolution 1: That the board approve the minutes of the February Vertus Board meeting.

The motion was moved by Mr. Hickman and seconded by Rev. Johnson, and passed unanimously at 4:06 pm.

Finance Committee Report: In Mr. Brown's absence, Ms. Brisson reported that the finance committee met on March 12, 2021 and reviewed school finances in depth. The goal of these meetings is to continue to closely monitor the school's cashflow in the midst of the pandemic. The school is expected to operate on a cash positive basis for the final four months of the current school year, allowing plenty of time to prepare a budget for next year for sustainable operations. The Finance Committee also continues to monitor all state and federal grants and support that are expected to be received. It should also be noted that Vertus received a rent credit for overpayments of rent dating back to 2018.

School Reports

Principal Report: Ms. Locey gave an update on school activities. The school is currently waiting on a response from NYS for Regent Waivers for the majority of exams with the exception of a few subjects. Vertus is working with Urban Engineers Workforce Development Program, which will run for seven weeks. In addition, Adrian Hale from the Greater Rochester Chamber of Commerce will conduct an employment fair on March 18th. These efforts are directly focused on career readiness, which remains a focal point of Vertus. It should be noted that Vertus has added 3 students since the previous Board Meeting.

Fundraising Committee / Enrollment Promotion Report: Mr. Mandina reported that Vertus has engaged CauseWave in order to develop a more aggressive campaign to increase enrollment. Vertus is pursuing a referral program, a Man of the Month media highlight, along with assorted media campaigns.

Vertus has a site visit with The Wegman Foundation on March 17th in hopes of receiving a grant, which was pursued through the school's grant writing efforts.

Based on general Board conversation, and in an effort to be fully transparent, the Board decided that it would be appropriate to formally vote on whether or not to approve the expenditure of up to \$40,000 on the CauseWave marketing campaign, with the understanding that Vertus has \$20,000 of this total amount committed by donations from various Board Members.



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Resolution 2: That the board approves the engagement of Causewave to assist with the referral program, a Man of the Month media highlight and assorted media pitches.

The motion was moved by Rev. Johnson and seconded by Mr. Mandina, and passed unanimously at 4:53 pm.

Charter Renewal Update: The Board received the Renewal Site Visit Document from NYSED. The Board discussed this document and several material mistakes that are within it. A response that details the corrections the board thinks are appropriate will be submitted to NYSED by March 19th.

Other Committees: Community Engagement Committee was postponed and will report at the next board meeting.

Public Comment

None.

Adjournment

Questions were asked and answered throughout the meeting and general discussion ensued throughout the meeting. Upon a motion by Mr. Gallina, seconded by Mr. Hickman, and unanimously approved, the Board adjourned the meeting at 5:41 p.m. EST.

Evan Gallina
Secretary of the Board