

GOODWILL L.I.F.E. ACADEMY

3365-D Seminole Avenue
Fort Myers, Florida 33916

MINUTES

Goodwill Industries of Southwest Florida, Inc.
4940 Bayline Drive, North Fort Myers, FL 33917

Monday, November 1, 2010
4:00 p.m.

Call to Order Mr. Mike McKinley called the meeting to order at 4:03 p.m.

Present: Mike McKinley, President Roger Bradley, Board Raymond Holland
 Bill McDaniel, V. President Carolyn Green, Board Pat Mann
 Allen Humfleet, Board Bob Haenggi Rick Evanchyk
 Betsy Russell, Board Natalie Stratta, Minutes Recorder

Approval of Minutes: The following change was made to the previous minutes:
 Under the Board terms section, add a period after “*and also D. H. Kinsey.*”
 Strike the rest of that sentence.

**Mr. Bill McDaniel made a motion to approve the corrected minutes.
Ms. Betsy Russell seconded.**

Introduction of New Board Member Carolyn Green was welcomed as a new member of the Board.

Public Comment: There were no comments.

Policy/Procedures Update: A request for a copy of Goodwill L.I.F.E. Academy Policies and Procedures was requested by Mr. Bob Haenggi. Ms. Betsy Russell stated she believed she had a copy and would give one to him.

Principal Update: Ms. Lynn Pottorf was unavailable to present today.

School Relocation: Lynn Pottorf is continuing to look at possible sites for the school. One site that is still under consideration is the closed bank across the street from Goodwill on Bayline Drive. It is currently owned by LCEC (Lee County Electric Co).

Advisory Council Representative Comments: Ms. Edwards was not present at the meeting.

New Business: • 501 (c) (3): Bob Haenggi researched the filing of our 501 (c) (3) and Form 2301 and found out that Mr. Coates, the gentleman handling the paperwork, passed away several months ago. The papers were never filed. Additional research will be done by Mr. Haenggi.

 • Transportation: Rick Evanchyk, Bob Haenggi. and Tom Feurig met with Dr. Bryan Bolts from Edison College Charter School to discuss his transportation issues and seek advice on ours. There was not much difference in our circumstances. The

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New Business (*Continued...*)

biggest difference is that he has four set stops (North, South, East, and West). The buses arrive at these four locations and parents bring their children there. He made the suggestion for us to talk with the local schools/transportations department and perhaps a negotiation can be made for shared drop-off points.

- October 2010 Financials: The financials will be ready in the next few days. Bill McDaniel would like them sent out immediately instead of waiting until the next meeting in December.
- Advertising and media blitz campaigns have been budgeted this year to attract more students. Discussion was presented on possibly changing the advertising messaging to target parents of middle school age students. The guarantee of a job after graduation may be too long range. Peer group support is a definite plus to the middle school age group.
- Mr. Bob Haengi has received a few DVD's on Charter Schools (Financial, Laws, Curriculum, and Governance) if anyone is interested in viewing them.

Other Matters:

Dr. Bob Arnall passed away. Services will be held on Wednesday, November 3rd
At 4:00 p.m. at Wesley Memorial - 4141 Deleon Street, Fort Myers, FL 33901

Next Board Meeting:

Monday, December 6, 2010 – 4:00 p.m. at Goodwill Industries of SWFL, Inc.

Adjourned

Meeting adjourned at 4:25 p.m.