



ACADEMY OF MEDIA ARTS
(A California Non-Profit Public Benefit Corporation)
BOARD OF DIRECTORS – Board meeting Agenda

February 28, 2019 at 5:00 p.m-6:30 p.m.

The meeting will be held at Cross Campus, 840 Apollo Way, El Segundo, CA 90245 in Conference Room 2B. Public members are welcome to attend and provide comments. Conference call at 712 770-4010/ Pin 272340

OPEN SESSION

1. Call to Order & Introduction of Visitors / Guests

Meeting was called to order at 5:05 pm

2. Roll Call – Present

Jessica Hutcheson, Lysa Liggins, Afeez Tijani, John White,
Dana Hammond (Guest) Absent: Chelsea Staebell

3. Public Comment Period (for items not on the agenda)

4. CEO Report

a. Facility Update

(Dana Hammond) Reported finding two (2) buildings that are already schools and do not require going through an E1 occupancy process. Certification of occupancy process can take between 6-12 months. Additionally, a conditional use permit is not required for either buildings.

AMA is opening in five (5) months, so it is important to have a building that is already a school.

Building Number One:

This building is located off of 9017 Pico, west of Robinson. It is a Hebrew school and does not require entitlements. It is only four (4) miles away from AMA's target area and is a fifteen (15) minute drive from the Crenshaw area. This building would be a two (2) year lease, and AMA has the option to vacate the facility after two (2) years.

This option would allow AMA to house Year 1 and Year 2 needs (student projections). The building is 16,000 of square footage and has an outdoor play area which is a bonus.

Dana met with the owner, Rabbi Hertzell, and negotiated the lease to one (1) month security deposit.

Dana and Rabbi Hertzell also discussed how the rates of \$35,000 for Year 1, \$45,000 to

\$55,000/month Year 2, and then again for Year 3.

Rabbi Hertzal is also requiring funds to sign the lease agreement. Dana was able to take out a loan from PCSG grant in the amount of \$5,000, however, the monies are not released until after April 1, 2019.

Dana did show the Rabbi the email and documentation that AMA passed the grant review process, however, Rabbi Hertzal still wanted to see funding.

Dana will secure bridge funding and has three (3) calls out to potential funders. One of the funders is Gregg Pearlman who pledged a \$250,000 fund grant to the capital campaign drive.

Once the building is secured AMA will need to do tentative improvement which is \$25 per square footage of painting and carpeting. The building has 13 classrooms and the landlord will deliver building in working condition. This amounts to \$400,000 in repairs.

Dana has already started the process to receive a loan from the Razza Development Fund. The Razza Development Fund provides creative financing for charter schools and do not require financial history, because they understand how startups operate.

AMA will still need to come up with 5% of the money which is \$100,000. The \$250,000 bridge funding from Gregg Pearlman will help start the tentative improvement process.

AMA's broker did negotiate 6 months of free rent, which means the landlord could deliver the keys and AMA could begin the tentative improvement process without paying rent. Rent will commence on June 1, 2019.

Building Number Two:

This building is four (4) miles east of Crenshaw and is owned by World Impact, which is a private school. This would be a slower process because AMA will need to work with World Impact's schedule.

There is not a lot of tentative improvement that would need to be completed and the school (World Impact) would have to go through internal talks about leasing their building. This location is a Christian organization and focuses on Christian leadership. Their building is not on the market and they have under enrolled middle school students. The building has eight (8) rooms on top floor and 8 rooms on bottom floor and is also 16,000 square feet.

AMA made an offer of \$25,000 a month. AMA will meet with the broker and World Impact on March 6, 2019, however, World Impact does not possess a sense of urgency. It was communicated to World Impact that AMA needed a building no later than May 1, 2019. This is not possible for World Impact as they would need to move their school and pay for an alternate location (trailers) to house their students.

Both buildings offer a pathway-to-purchase option. Beginning with a two (2) year lease agreement is to get AMA off the ground, however, the preference is to use Rabbi Hertzal's building (Building Number One).

b. Funding

(Dana) Funding is secured, but it is not in hand. The monies currently available are being used to pay for AMA's principal.

c. Enrollment:

(Dana) 60 families are pre-enrolled. AMA's goal is to enroll 200 families to reach their target enrollment goal of 125 families. AMA visited eight (8) schools last week, will visit another eight (8) schools tomorrow (3/1) and is participating in additional outreach tonight (2/28). Parents are asking where AMA is located which is why Rabbi Hertzels building (Building Number One) is of utmost importance.

(John) Raised a question regarding the building on Pico and Robinson (Building Number One) and whether onsite parking is included.

(Dana) Responded that there is currently no parking, but the playground area has parking spaces on the property. One of the brokers will work on finalizing parking onsite of the facility or will need to work out an additional lot to access parking.

(John) Asked if both buildings equal in terms of the repair that needs to be completed.

(Dana) Replied that Building Number One requires more tentative improvement and than Building Number Two.

(Lysa) Asked if there is way to increase urgency with World Impact's location (Building Number Two) because it's a cheaper option and doesn't require tentative improvement? Cost savings are higher for Building Number Two.

(Dana) Replied that he spoke to Peter (broker) and learned that World Impact has a lot of internal conversations that need to take place which is why there is longer wait time and lack of urgency on their end. The intent is not to move AMA which means we are looking at spaces that keep us until Year 5. Caprese is an advocate who is helping to expedite the process on leasing buildings.

d. Board Agreements

(Dana) Decision was made to postpone providing board agreements because this needs to take place in person in the event board members have questions. Dana would like to continue the discussion of the expertise needed from the board, which resulted in sending over job descriptions to Afeez who is a subject matter expert in Human Resources. The board agreements were also sent to NSVF.

New board agreements will require board members to contribute about 20 hours a week for tasks to get through AMA's personnel hiring. This will allow board members to form committees to plan fundraisers and mixers needed for AMA. Fall 2019 will launch the search to add new board members, however, further discussion will take place with the board chair, John White, in detail.

e. Update on D & O insurance

(Dana) We have acquired Directors and Officers insurance, \$1500, which is the same amount spent for Choice Group. The term is from now until July 2019-August 2020. Everyone is covered and the email confirmation of the insurance was received on February 27, 2019 and bound on February 25, 2019.

(John) Raise a question about noticing an ad for an English teacher that Dana shared, but since AMA does not have a Human Resources department to review this, how should the board respond?

(Dana) This job description was sent as a draft, so that anyone with an educational background

could identify gaps and help assist in creating final draft for teacher recruitment next month. The English instructor job description will be a template for other descriptions.

5. Action Items

- a. **Approve January 29, 2019 board meeting minutes**
- b. **Motion by John White**
Second by Lysa Liggins
Final Vote: Board unanimously approved

Board Members	Ay	Na	Ab	Ab
Jessica Hutcheson	x			
Lysa Liggins	x			
Chelsea Staebell			x	
Afeez Tijani	x			
John White	x			

Call by John White for last comments and questions.

Adjournment - Meeting was adjourned at 5:35 pm

Motion by Afeez Tijani
Second by Lysa Liggins
Final Vote: Unanimous

THE ORDER OF BUSINESS MAY BE CHANGED WITHOUT NOTICE

Notice is hereby given that the order of consideration of matters on this agenda may be changed without prior notice.

REASONABLE LIMITATIONS MAY BE PLACED ON PUBLIC TESTIMONY

The Governing Board's presiding officer reserves the right to impose reasonable time limits on public testimony to ensure that the agenda is completed.

REASONABLE ACCOMMODATION WILL BE PROVIDED FOR ANY INDIVIDUAL WITH A DISABILITY

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FOR MORE INFORMATION

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SPECIAL PRESENTATIONS MAY BE MADE Notice is hereby given that special presentations not mentioned in the agenda may be made at this meeting. However, any such presentations will be for information only.