

**Holyoke Community Charter School
2200 Northampton Street
Holyoke, MA 01040
Board of Trustees**

Minutes of HCCS Board of Trustees EXECUTIVE SUBCOMMITTEE Meeting – December 13, 2023

Board Members in Attendance: Leona Florek
Guests: Sonia Correa Pope
Not present: Jean Swinney

I. Meeting called to order at 5:09 p.m. by Leona Florek

II. New Business

I. Meeting Calendar

- a) A discussion was held regarding meeting times. The executive committee will meet every other month. It was mentioned that the meeting time can be amended, if necessary, when both board members are present.

II. Goals

- a) The executive committee will report on any recommendations that need board approval. The committee will work and discuss matters that are referred to it.
- b) Proposal
 - 1. The videographers behind the gym inauguration videos proposed to do ten months' worth of promotional videos for the school. The funds that were initially allocated for the board's approved marketing personnel can be redirected to produce those promotional videos which results in 44,000-dollar savings. The cost would be 1,600 per video per ten months. This promotion would increase teacher and student recruitment, as well as parent engagement.
- c) Meeting topics:
 - 1. Retreat dates – *Today's board meeting.*
 - 2. Marketing Proposal – *Today's board meeting.*
 - 3. Strategic Planning – *Retreat meeting.*
 - 4. Succession Plan – *Retreat meeting.*
 - 5. Facility Director replacement – *February Executive meeting.*

Meeting adjourned at 5:30 p.m.

As prepared by Haley Saltares