



## HCA OPEN BOARD MEETING Minutes

The following summary highlights the Heritage Christian Academy Board of Directors Open Meeting:

- **Meeting Date/Time: Monday, November 24, 2025 7:00 P.M.**
- **Location:** Heritage Christian Academy, Kalamazoo, Michigan
- **Meeting Goals – Results**
  - Align on Administrative Progress towards the HCA Vision
  - Build the HCA Community
- **Meeting Inputs – Information/Research/Pre-work/Proposals**
  - **Education Policy Report:** Jenna Yetman
  - **Principal Report:** Melanie Simpson
  - **Parent-Partnership Committee Report:** Melanie Simpson
  - **Finance Report:** Gayle Jacobs
  - **Marketing & Development Report:** Katie Shank
  - **Eagle Backer Report:**
- **Meeting Agenda – Meeting Activities/Flow**
  - Opening Prayer
  - Call to Order
  - Approval of the Previous Month's Meeting Minutes
  - Highlights of Committee Reports – 20 minutes
  - HCA Celebrations & Public Comment – 5 minutes
  - Closing Prayer
  - Adjournment
- **Board Meeting Attendees**
  - Liz Cary - Chair
  - Gayle Jacobs - Treasurer
  - James Holliday - Chief Administrator
  - Jenna Yetman - Director
  - Ken Karakula- Director
  - Katie Shank - Director
  - Hunter Miller - Director
  - Dan Allison- Director
  - **Other Attendees-**
  - **Via Zoom: Jennifer Cole, Jean Rus, Michelle Miersma, Abby Solitro, Sean Solitro, Ian Trautman, Jay Miller, John Mark Grabow, Mrs. Dodge, Merrit Pace, Michelle Bird, Stephanie Palmer, Renee Burrow, Bonnie Belson (via Teams), Theresa Swabash, Ana Blok, Kempm (?), Iphone(?),**
- **Roles**

**Facilitator/Timekeeper:** Liz Cary

**Scribe:** Jenna Yetman, Secretary (acting for Bonnie who was out sick)

**Opening Prayer:** Liz Cary

**Call to Order:** 1st: Gayle Jacobs ; 2nd: Dan Allison

**Vote:** Ayes; 7 Nays; 0

**Approval of Previous Month's Minutes:** Had to re-add the ZOOM attendees, they were accidentally removed. All else is the same; approved as is.

**Reading of the HCA Mission Statement:** "To prepare students for a life of service by teaching, modeling, and encouraging Biblical principles while pursuing academic excellence and God-given potential."

**Reading of the HCA Verse:** Isaiah 40:31 "But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint."

## **COMMITTEE REPORTS**

### **Administrator's Report (5 minutes): James Holliday**

1. Whole School Chapel Wednesday
- 2.

### **Ed. Policy Report (5 minutes): Jenna Yetman**

#### **Action points for the upcoming meeting:**

1. Everyone takes time over the next month to review the [Academic Excellence](#) document and come with a few bullet points to summarize each past, present & future section before Thanksgiving break. Please share in the document for all to see.

#### **Action points for the year:**

1. Evaluate High school Bible
  - a. Get a report mid year (~January)
2. Technology
  - a. Get a report mid year (~January)
  - b. Get an annual report at the end of the year.
3. EiA
  - a. Get a report mid-year (~January)
  - b. Get an annual report at the end of the year.
4. Define academic excellence
5. Effectively use and understand the NWEA growth scores

### **Principal's Report (5 minutes): Melanie Simpson**

Click [HERE](#)

### **Eagle Parent Partnership Report (5 minutes): Melanie Simpson**

[EPP Meeting Minutes\\_11.13.2025.docx](#)

### **Finance Report (5 minutes): Gayle Jacobs**

October was another solid month financially. Our total revenue came in at \$154k versus a budgeted amount of \$109k. Our net revenue was \$33,676 which was over three times the conservatively forecasted amount. This additional income allowed us to move all of the 'side accounts' over to Arbor in October when we anticipated doing so over several months. As a reminder from last month, part of our efforts at improving financial visibility included moving non-operating cash out of our main operating account which until recently was a very expensive proposition for the 12 accounts for classes and groups.

In terms of critical statistics, moving forward, we plan to share on a quarterly basis a high level score card so parents can have a sense of how the school is faring on the following fronts:

- Enrollment: 190
- Expenses: Average monthly expenses range from \$120k - \$130k (add YTD)
- Net Income: \$33,676 for October (add YTD)
- Cash in operating accounts:

This was due largely to the fall community event / fundraiser and other gifts that came in last month. This was in part a timing issue since we had budgeted fall fundraiser income in September (this should have been in October).

I want to particularly call out two area businesses that have been very good to HCA. First, a note of very sincere appreciation to **Metro Toyota** for donating \$5,600 towards 20 new chrome books and an accompanying computer cart. We are extremely judicious with our spending, particularly with regards to technology. Please try to show Metro Toyota (Ken Karakula Sr.) your appreciation if you are in the market for a vehicle!

Next, **Arbor Financial** is the bank where we have moved our class and group-specific (i.e. yearbook, etc.) bank accounts so each can manage their own funds. They have been extremely easy to work with saving our administration time and money by extension.

On a related financial note, we plan to take our customary Christmas gift offering for our staff at the upcoming choir (Dec 8) and band concerts (Dec 11) as an extra thank you to these tremendous people.

#### **Marketing & Development Report (5 minutes): Katie Shank**

The Marketing & Development Committee held its first meeting on November 13. The scope of the committee is **to support HCA administration in increasing enrollment, donations, volunteer partnerships, and community awareness/engagement.**

The committee is comprised of the Administrator and five parents with backgrounds in media, marketing, SEO (search engine optimization), communications, and organizational culture.

During our first meeting on 11/13/25, we shared ideas on what should define HCA's brand, brand voice, and brand identity. For clarity, here's what we mean by those terms:

- **Brand** - How HCA is perceived by stakeholders and the community at large; think of it as the school's personality or reputation.
- **Brand Voice** - How HCA communicates (tone, style, consistency, etc.); builds connection.
- **Brand Identity** - How HCA looks and feels (colors, logos, fonts, mascot, "vibe", etc.); builds recognition.

I was very encouraged by our conversation, which included a lot of great input from really talented professionals. In the near future we will be gathering brand input from the Board and staff, and then we'll work with the Administrator on finalizing HCA's brand. Once the brand is established, we'll use those standards to guide all of our **strategic efforts toward increasing enrollment, donations, and community partnerships**. Part of that effort will include streamlining official communication from the school so that it's consistent in look-and-feel, timing, source, channels, etc.

The Committee meets every two weeks and our next meeting is tomorrow, 11/25/25 (virtual). Every 2 weeks to get things started; once things are settled they will move to 1x a month.

#### **Eagle Backers Report (5 minutes): Lee Belden**

#### **New Comments to add:**

Michelle Miersma- expressed her appreciation for all the time & work the board puts into serving HCA in this way.

**Closing Prayer:** Katie Shank

**Adjournment:** 1st: Ken Karakula; 2nd: Bonnie Belson

**Vote:** Ayes: 8 Nays: 0