



## **HCA OPEN BOARD MEETING Minutes**

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

- **Meeting Date/Time:** Monday December 15, 2025, 7:00 PM
- **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**
  - **Administrator's Report:** James Holliday
  - **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**
  - James Holiday- Administrator
  - Melanie Simpson- Principal
  - Liz Cary- Chair
  - Gayle Jacobs- Treasurer via google meet
  - Bonnie Belson- Secretary
  - Jenna Yetman- Director
  - Katie Shank- Director
  - Dan Allison- Director
  - Hunter Miller- Director
  - **Other Attendees:**
    - via Google Meet - Kristen Dodge, Shane Newcomer, Michelle Miersma, Daniel Martinez, John Mark Grabow, Martha Kemp, Sean Solitro, Erin Crown, Sarah Trautman, Brittany Jager, Ian Trautman, Theresa Swabash, Stephanie Peterson
- **Roles**

- **Facilitator/Timekeeper:** Liz Cary, Chair
- **Scribe:** Bonnie Belson, Secretary

**Opening Prayer:** [Liz Cary](#)

**Call to Order:** 1<sup>st</sup>- Bonnie Belson ; 2<sup>nd</sup> - Dan Allison

**Vote:** Ayes- 6, Nays-0

**Approval of Previous Month's Minutes:** Minutes approved

**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.”

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

## **COMMITTEE REPORTS**

### **Administrator's Report (15 minutes): James Holiday**

1. State of the school video coming next month
  - a. This video will highlight successes we have seen this school year while also sharing new offerings to our students next year.
2. Thank you for contributing to the Teacher Blessing Gift.
3. Snow Day Procedures
  - a. We will look to make a call on closing school for inclement weather as soon as we can
  - b. You will be notified through the remind app, our school email, and we will be on News Channel 3

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

1. Ask 1 person to read the summarized academic excellence definition. We want to see if they understand it and it applies to HCA.
1. Evaluate High school Bible
  - a. Get a report mid year (~January)
2. Technology
  - a. Get a report mid year (~February)
  - b. Get an annual report at the end of the year.
3. EiA ,
  - a. Get a report mid-year (~March)
  - b. Get an annual report at the end of the year.
4. Effectively use and understand the NWEA growth scores

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

**Principal's Report - November 22-December 11, 2025**

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

**EPP Meeting Minutes 12.11.2025.docx**

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

Due to this meeting occurring earlier than usual (3rd Monday vs. 4th Monday), we have not yet had our monthly finance meeting (scheduled for tomorrow morning), and do not yet have the November month end financial statements complete, however I can share some highlights in terms of our cash position and banking statements.

In our main operating bank account, as of November 30 our balance was \$145,222. Our ending balance in October (which I didn't have in hand at the last meeting!) was \$160,331.62

We are still tabulating the figures but we were so pleased to have a generous showing of support to staff at the choir and band concerts last night, which will be distributed as a Christmas gift very soon.

Lastly, we are pleased to announce the date of our Spring Auction - Saturday, April 18, 2026. Stay tuned for more details on the return of this fun community event!

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

The Marketing & Development Committee has met twice (virtually) since the last Board meeting. **The scope of the Committee is to support HCA administration in increasing enrollment, donations, volunteer partnerships, and community awareness/engagement.**

Here is an overview of the Committee's work since our last report:

- Surveying Board Members, Faculty, and Staff to gather feedback on HCA's current and desired brand.
- Updating the website to reflect changes to our Preschool program and new partnership with Cornerstone University.
- Planning video production for a State of the School address coming in January.
- Scheduling time to take refreshed photos for marketing assets to update website, social media, etc.
- Creating an HCA YouTube channel.
- Developing a process for compiling parent and alumni testimonials.
- Developing a branding survey to send to churches affiliated with HCA families.

Our primary focus continues to be reviewing and refining HCA's brand. Every organization has a brand—their identity and reputation within the community. Our process includes feedback from parents, teachers, administration, the Board, and community stakeholders. Our solidified brand will empower the Committee to effectively communicate why Kalamazoo area families should choose HCA for their education journey, and why churches and businesses should partner with us.

A solidified brand will also lead to a Branding Guide, with guidelines that ensure all official HCA communication meets brand standards for consistency, clarity, and brand voice.

The Committee's next meeting is January 6.

**Eagle Backers Report (5 minutes):James Holliday**

Working on Volleyball and basketball court rentals for next year.  
Their next meeting for December this Wednesday 12/17

**New Comments to add:**

**HCA Celebration & Public Comment:**

Dan Martinez-Thankful for parents voices, asking about Father and Daughter dance and asking to be involved with the committee.

Michelle Miersma was acknowledging the wonderful concerts and Miss. Gonyer's abilities. They were great concerts even though they were small groups.

**Closing Prayer:** James Holliday

**Adjournment:** 1<sup>st</sup>- Katie Shank ; 2<sup>nd</sup> - Hunter Miller

**Vote:** Ayes-7 , Nays-0