

Planning Committee Meeting Minutes

The planning Committee had its **first meeting** on **Monday July 17, 2017**.

These notes are to keep you updated on the task at hand and a time line of where we need to be

Permanent Facility

At present, there are two sites that East Link's developer Piedmont is negotiating with the owners. One is the Pomeroy building located on the corner of Wade Hampton and Rutherford. The second site is a piece of land on Dublin Road, adjacent to I85 not far from the Roper Mountain Road exit. We hope to have a conclusion to the facility decision by this week. Whichever property we end up with we must go through a zoning hearing for a special exception. It is important that we know where the permanent facility will be before we have a big push to get enrollment going. If we don't know we may have empty numbers when we get to the end of registration.

Temporary Facility

Given the construction timelines, most likely a temporary facility will be needed in order to open in August of next year particularly if the school ends up on the Dublin site as opposed to Pomeroy. Ground up build will take longer than reconstruction. We are looking for a church that has an education department that they only use on Sunday's and nights. We need 17 classrooms and some office space. We will pay rent so the church will make money on this venture. We don't know how long we will need it but probably for at least 3 months to be on the safe side.

Recruitment

A school makes it or fails based on enrollment. Every student counts and its time to get rolling to make this school happen. As planning committee members, we need your help to get the recruitment drive started. There is much planning to be done before we start broadcasting. There are a few simple things you can do while we wait for the facility to be decided on here a few suggestions:

- Create a list of places you can speak at about the school, church meetings, social groups, work activities, etc. and times so if you need one of us to come we can arrange that in advance.
- Can you send emails to all of the employees at your workplace? Is so please do with our website included. If not added it to your signature as a title, people will ask about it.
- Send an email to your friends about the school even if they don't have kids. They know other people that have kids.
- Like us on Facebook and share all the post with your friends.
- Make a list of places you frequent and ask them if you can put a flyer on the window or announcement board

- Give us that list. When we start the ad campaign with Smart Digital or whoever we choose to use, your list gives us an idea of where to geotarget.
- Take a flyer to whatever activities your child does, karate, soccer, swim team, etc. This is easy advertising and not an added event on your calendar

Once the Greenville news paper runs an article on us I think the interest will get rolling but we don't want to run the article till we are sure of where the facility is going to be.

Parent Forums

Beginning in September we need to have at least two parent forums and two recruitment events a month. This is where we need you to put that event on your calendar. The ad campaign will kick off and parents will come to listen and ask questions about East Link. Jennifer is calling the library to set up more dates for the parent forums, but if you have a place that is better than the library please let us know. If you know someone that is part of Rotary, Junior League, Kiwanis for example any where that has a monthly meeting is a place for us to recruit.