

Regular Board Meeting March 22, 2021

Minutes by J. Whisnant

Board Members Present: J. Young, D. Goldfarb, B. Butler, J. Cole, C. Vann

Absent: M. McCarthy, S. Walker

Guest: April Smith from Social Ape

School Representatives: S. Goad Reddick, E. Blackson, A. Hamp

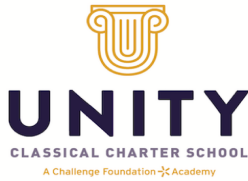
1929 W. Arrowood Road, Charlotte NC 28217

I. CALL TO ORDER - ESTABLISH QUORUM

- A. Meeting was called to order at 5:04 pm by D. Goldfarb, who was chairing the meeting in the absence of President S. Walker. Next regular board meeting is scheduled for Monday, April 26, 2021
- B. Mission Statement was read by S. Goad – Through classical education’s rigor, Unity Classical Charter School will develop intellectually, morally and physically excellent citizens who embrace learning and the desire to serve.
- C. Adoption of Agenda J. Cole motioned to adopt the agenda and J. Young seconded. Motion carried.
- D. Adoption of minutes from Feb. Emergency Minutes. B. Bryan motioned to adopt the minutes of the meeting. J. Young seconded the motion. Motion passed.

II. REPORTS/ACTION ITEMS

- A. *Treasurer Report* - D. Goldfarb
D. Goldfarb reviewed the forecast and the budget. Discussion followed. The board made a decision to spend more money, if needed, on marketing but we need to rework it as it is not reflected in our budget.
- B. *Facilities Update* - D. Goldfarb, B. Butler
Duke Energy easement was signed, notarized and overnighted on 3-18-21. Several permit approvals have been delayed. These issues could cause completion date to be moved to Oct. 13. However, there has been movement here so we may still be on target. Must look at the contingency plans of opening hybrid in the fall for “just in case” scenario.. Discussion followed.
- C. *Marketing Plan* - Sheila Goad Reddick
S. Goad Reddick introduced Ms. April Smith, President and Founder of Social Ape, Our newest partner in marketing. They Just started about 2 weeks ago. April shared a presentation with the board about her company. Stated the goal was to increase the number of conversions to enrollment. Discussion Followed. Smith plans to leverage social media marketing, (Increase Facebook likes, connects to website, ,etc.)
 1. *Enrollment Update* – Sheila Goad Reddick
 - a. Update is set-up as a recurring spreadsheet in our google drive (Board Tracker 2021-22) Discussion followed on number of enrollments.
 - b. We need to get all intent to return forms in. Working with Ms. Morrison to see if we can make this an electronic document.
 2. *Performance and Intervention Update* – A. Hamp
 - a. A. Hamp shared current data on student performance based upon latest STAR testing. Discussion followed. Hamp stated that small groups were



being used for ongoing support and enrichment. Also have the Gryphon Academy providing academic support for remediation.

D. *Vote to join NC Coalition for Charter Schools* - Sheila Goad

Based upon recent board retreat, S. Walker and M. McCarthy recommend adding this partnership. Discussion followed. D. Goldfarb made a motion to join the NC Coalition for Charter Schools, on the condition that we will wait to sign up until the “special pricing” is in effect. J. Cole seconded the motion. Motion passed.

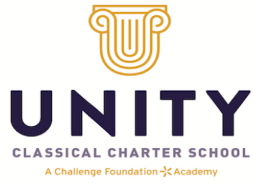
E. *Vote to elect Treva Farmer and Gerry Quinn to the Board* - D. Goldfarb

D. Goldfarb, M. McCarthy, S. Walker and S. Goad had the opportunity to meet with both of them. D. Goldfarb believes they would bring some new energy to the board. S. Goad agreed that they would be a good addition and fit for our school. D. Goldfarb motioned to elect Treva Farmer and Gerry Quinn to the Board. J. Cole seconded the motion. Motion passed.

III. HEAD OF SCHOOL REPORT S. GOAD

- A. Update on Grant Applications: Worked with P. Oates and applied for Go NC grant 10,000 for outdoor activities. Also applied for the 50,000 challenge grant (top 3 grants awarded are \$25,000 each). A. Hamp applied for CARES grant worth 11,000.
- B. Progress reports went out on March 4th, and 5th.
- C. WIDA testing is underway. This is for families whose first language is not English.
- D. Social Ape has been onboarded for marketing.
 - a. J. Whisnant has met with more preschools and specifically lollipop
 - b. New video has been created for a virtual school tour
 - c. New direct mailers should be hitting mailboxes this week.
- E. Thursday March 18 was a full-remote day due to threatening severe weather.
- F. March is Reading Across America Month. Students enjoyed 2 spirit days (Dr. Seuss dress on the 17th and dress up in green on the 18th. This Thursday, we all get to dress up as our favorite book character.
- G. Remote learning program ongoing with two pickup Fridays a month for needed materials.
- H. Today was our first day opening our doors under PLAN A
 - a. Ms. Goad Reddick reviewed the number of students in each grade level (in person vs remote). Approximately 25% of student body in remote program and 75% in person.
- I. March 26th is the end of the 3rd quarter.
- J. S. Goad Reddick finalized and submitted the BT report (report for beginning teachers).
- K. Furniture and Technology for new building. Narrowed down to top 3 vendors, meeting with them this week.
- L. Spring break will begin March 26th and end April 11th. April 12th and 13th are parent-teacher conference days. Students return April 14th.

IV. ADJOURNMENT



- A. D. Goldfarb motioned to adjourn the meeting. C. Vann seconded the motion. The meeting was adjourned at 6:29 pm.