

Regular Board Meeting Minutes

May 24 , 2021

Attendees: S. Walker, M. McCarthy, D. Goldfarb, J. Cole, B. Butler
School Representatives S. Reddick, E. Blackson, A. Hamp, J. Whisnant
1929 W. Arrowood Road, Charlotte NC 28217
Minutes prepared by J. Whisnant

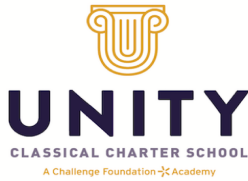
- I. **CALL TO ORDER - ESTABLISH QUORUM** S. Walker called the meeting to order at 5:05 pm.
 - A. Next meeting: Monday, June 28, 2021
 - B. Mission Statement – Through classical education’s rigor, Unity Classical Charter School will develop intellectually, morally and physically excellent citizens who embrace learning and the desire to serve.
 - C. Adoption of Agenda M. McCarthy motioned and D. Goldfarb seconded
 - D. Adoption of minutes from April M. McCarthy motioned and D. Goldfarb seconded

- II. **REPORTS/ACTION ITEMS**
 - A. **Treasurer Report** – Dana Goldfarb
Cash position has not changed significantly since the last meeting. The PPP loan has been forgiven.

 - B. **Furniture Fixtures and Equipment Update and Discussion** – Sheila Reddick
 - i. **IT Update and Discussion – Master Plan for the new facility**
 1. IT Update: S. Walker is looking for a Master Plan. Need more details for all different components S. Reddick to get that information from Steve Joyner.
 2. S. Walker wants to consider possibility of hiring a facility person in advance to coordinate the logistics of moving, and acquiring storage, and all the things to be done prior to moving in. Discussion followed. M. McCarthy seeks to fill position this summer.
 - ii. **Furniture Update**
Need to bring down the overall cost of pricing of furniture. We have had two meetings with Connecting Elements and we have been working through it to try to reduce pricing for Phase 1. J. Cole says he has access to desks and the only cost to us would be moving it. Discussion followed.

 - C. **Facilities Update and Discussion** – Marty McCarthy and committee
 1. We are at the foundation pouring stage. Planned delivery date is 10.31.2021 Things should start moving pretty quickly. Discussion followed.

 - D. **Marketing Update and Discussion** - Jennifer Whisnant/ Marketing Team
 1. We have a parent marketing committee. Received about 60 responses and had our first virtual meeting. 6 to 7 parents attended. 20 members on committee.
 2. Yard Signs and Social media Reviews (beyond PMC members)



3. Successful Community Outreach Event at Steele Creek Berewick. Have a parent partner ready to onboard for future events and tours.
4. Successful groundbreaking/foundation celebration.
5. Continuing to Partner With Social Ape by reviewing content for marketing (advise of school events, supply photos)
6. Mrs. Reddick has given a staff directive to actively participate in spreading the word. There is a spreadsheet tracking areas we canvas.
7. NextDoor Sponsorship Ad is up in 28278. We are on a waitlist for 28273 zip code
8. Renderings of the school are in and on display. Direct mailers will go out June 3 to 5 to targeted zip codes (28278 and 28273) with children ages 4 to 12.
9. Promoting School Tour opportunities through the month of May (every Thursday). Social Ape is now boosting this. Evening Tours in June.

- E. ***Enrollment Update and Discussion*** – Sheila Reddick/ Registration Team
 - i. We are at 344 as of Friday.

III. **HEAD OF SCHOOL REPORT Sheila Reddick**

1. Passing of Pastor Bryon. Visitation and Funeral is tomorrow at 2pm.
2. Working hard to get in the last teacher observations. (all beginning teachers and anyone new to school required to have 4 formal observations)
3. Teacher Appreciation: Church sponsored a breakfast.
4. School Tours are continuing on Thursday. Starting in June going to try evening tours.
5. We are in testing mode. Star testing has begun. EOG begins on Friday and goes through June 6th.
6. Field Day will be on June 3rd. It will be an outdoor event. We have a rain date for the 10th.
7. First job fair is going to be on Friday, June 4 from 1:30 to 5:30 PM
8. Summer school. First camp is June 14th. First one is for 3rd through 5th graders to help them pass that EOG.
9. Since Mrs. Whisnant helping more in marketing need her to be a year round employee. J. Young moved to make Mrs. Whisnant a 12 month employee. Marty seconded. Motioned carried. S. Reddick and S. Walker to finalize new contract.
10. Teacher contracts will be done in June.

Before the closing of the meeting, Joe Young volunteered to be the new secretary for the board. M. McCarthy nominated J. Young for secretary, B. Butler seconded. Motion carried.

IV. **ADJOURN**

- J. Young motioned to adjourn the meeting. M. McCarthy seconded the motion. Meeting was adjourned at 6 pm.

