

**Regular Board Meeting Minutes for July 26, 2021**

**1929 W. Arrowood Road, Charlotte NC 28217**

**Attendees:** J. Cole, S. Walker, M. McCarthy, D. Goldfarb, B. Butler

**Absent:** J. Young

**School Representatives:** A. Hamp, S. Reddick

**Minutes** by J. Whisnant

- I. CALL TO ORDER - ESTABLISH QUORUM** The meeting was called to order by S. Walker at 5:11 pm. It was established that a quorum was present.
- A. Next meeting: Monday, August 23, 2021 at Unity Classical Charter School
  - B. Mission Statement was read by President Walker.
  - C. Adoption of Agenda with an amendment to vote on new Board Member. M. McCarthy motioned to adopt the amended agenda. D. Goldfarb seconded motion. Motion carried.
  - D. Adoption of Minutes from May and June. M. McCarthy motioned to approve both with the amendment that Ms. Goad's name would be corrected to read Mrs. Reddick. D. Goldfarb seconded the motion. Motion carried.
- II. REPORTS/ACTION ITEMS**
- A. **Board Member Vote** - Marty McCarthy  
Linda Rakvic has applied to be a board member. M. McCarthy talked extensively with her. S. Walker thinks she would be a fantastic addition to the board. M. McCarthy motioned to accept Linda Rakvic's application to be a member of the Unity Classical Board. D. Goldfarb seconded. The motion carried. Linda Rakvic was accepted to the board.
  - B. **Marketing Report** – Jennifer Whisnant
    - i. Summarized report from our marketing partners, reviewing insights at a glance.
    - ii. 30 day goals: 30-day goals (partnering with Alliance)
      - 1. Increase parent testimonials especially on Goggle. Find 5 to 6 core parents to put reviews on multiple platforms.
      - 2. Partner with Alliance to push our brand awareness. What separates UNITY from our competitors in this area.
      - 3. Be visible at all upcoming events (Beginner's day, meet the teacher nights) Great time to share marketing materials and encourage more parent involvement.) Utilize our 2 parent ambassadors at these events.
      - 4. Tighten up and improve the website to be sure current and more user friendly.
      - 5. Create a welcome back video to build enthusiasm and momentum for our start to a great school year as we, "Soar to New Heights"

C. **Treasurer Report** – Dana Goldfarb

- i. Acadia was a little late in getting our financial report. Closing book for prior school year in mid-August. Goldfarb will use that to make a new financial forecast. Goldfarb states that there may be opportunities in books and supplies, Staff Development, and possibly more. Right now, risks are fairly low. Discussion Followed.
- ii. We are going to have to adjust lease payments due to having a lower student count and only being able to accommodate 400. Discussion followed.
- iii. M. McCarthy motioned to accept and approve the treasurer’s report. S. Walker seconded. Motion carried.

D. **Mask Optional Discussion and Vote** – The Governor’s executive order mandating masks is ending and he has left decisions regarding masks up to individual districts.

S. Walker opened the discussion. D. Goldfarb asked what CMS was doing and S. Reddick said that decision had not been made yet. More discussion followed. M. McCarthy made a motion stating, “ Recognizing that Unity is a school of choice, and honoring parent’s choice, we will be mask optional this year still practicing good hygiene. “ S. Walker seconded the motion. Motion carried.

E. **Facilities Update and Discussion** – Dana Goldfarb and committee

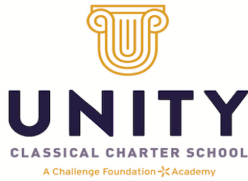
- i. Tilt panels are done. Still showing Nov. 15 delivery date and are pushing hard for Oct. 31. Discussion followed on FF&E needs and other items needed for school.
- ii. M. McCarthy motioned to approve the report. S. Walker seconded the motion. Motion carried.

F. **Board and Director Evaluation Update** – Dana Goldfarb and committee

- Report for Board Evaluation and Headmaster Evaluation was passed out. It was reviewed and discussed. M. McCarthy moved that we will accept the evaluations as presented. B. Butler seconded. Motion carried.

G. **Testing Presentation and Report** – Sheila Reddick and Alicia Hamp

- A. Hamp prepared report for board with Star testing results from EOY and the EOG.
- EOG reading: we only have 3rd grade (State is renorming everything for fourth and fifth so we won’t have scores for a while). Discussion on the data shared followed. Math EOG reports (was renormed last year) Discussion on the data shared followed.



- STAR test results were also shared. Board members questioned the differences between STAR and EOG. Hamp answered. Discussion followed.
- A new interventionist has been hired to focus on math moving forward in 2021-22. D. Goldfarb asked if we need to think about hiring more interventionists because we are anticipating (COVID slide). A. Hamp said she would love one or two additional staff members for the Gryphon Academy. Discussion followed: looking at if the remote /hybrid learning factors and retesting for summer camp students.
- M. McCarthy questioned how we compared to other schools. S. Goad discussed with the board.
- D. Goldfarb asked to meet with A. Hamp separately to look at report more in-depth and improving it to make it easier to comprehend.

### **III. HEAD OF SCHOOL REPORT - S. Reddick**

- A. K through 2nd summer program is going on now.
- B. School tours are ongoing.
- C. Current enrollment is at 401. We would love to add more K teachers. The easiest way is to increase enrollment is in K students. Seeing what we can do with can do.
- D. Jesse and team came to visit A. Hamp and S. Reddick. Were able to discuss specifically what we needed
- E. Hiring update: We are doing pretty good with hiring. Still need full-time front desk person, full-time custodian, EC teacher and possibly an IA if enrollment continues to rise.

### **IV. ADJOURN**

M. McCarthy motioned to adjourn the meeting at 7:22 pm B. Butler seconded motion. Motion carried and the meeting was adjourned.