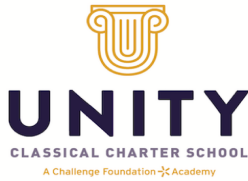




**Regular Board Meeting Minutes for Unity Classical  
1929 W. Arrowood Road, Charlotte NC 28217  
Dec. 13, 2021**

**Attendees: D. Goldfarb, M. McCarthy, J. Young, J. Cole, L. Radkiv  
Absent: S. Walker, B. Butler  
School Representatives: S. Reddick and A. Hamp  
Guest Speaker: Tracey Gray from FinalSite  
Minutes by J. Whisnant**

- I. CALL TO ORDER - ESTABLISH QUORUM. Meeting was called to order at 5:07 pm by Vice President M. McCarthy and it was established that a quorum was present.**
- A. Next meeting: Monday, Jan. 24, 2022 @ 5 pm
  - B. Mission Statement was read by M. McCarthy – 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. Young moved to adopt the agenda. J. Cole seconded. The agenda was adopted.
  - D. Adoption of Minutes J. Young moved to adopt the November minutes, J. Cole seconded. The minutes were approved. Needed to adopt October minutes and Nov. special meeting minutes. J. Young moved to adopt the two remaining minutes, and D. Goldfarb 2nded the motion. Minutes were approved.
- II. REPORTS/ACTION ITEMS**
- A. **Treasurer Report** – D. Goldfarb
    - i. No major changes to report. Received Acadia reports and still on budget. Auditor’s report was good news. Discussion followed on opportunities
  - B. **Facilities Update and Discussion** – D. Goldfarb and committee
    - i. Building Update: The Kitchen is fully equipped now. Duke Power delays pushed date substantial completion date back 12/22. Discussion followed on other completed items.
  - C. **Marketing Discussion** – Jennifer Whisnant and Guest Tracey Gray
    - Tracy Gray from Finalsite
      - Keyword research for PPC ads done. Partnering with Jennifer and team to get photos/branding content/social media access. Should be ready to launch by end of month. Discussion followed on marketing campaign and advertising budgets.
      - T. Gray to report back with revised target reach based on new budget.
  - D. **Vote on Proposed 2022 Board Meeting Calendar** –  
D. Goldfarb motioned to approve the 2022 Board Calendar. J. Young Seconded. The motion passed.
  - E. **Covid Update – recent cases and quarantines, trending** – Sheila Reddick



Three new cases currently on campus (appropriate quarantines initiated). S. Reddick stated that we do not have to vote on the mask option because the Mayor’s mandate is still in effect.

- F. **Staffing Update: New teacher hires and Director of Operations** – Sheila Reddick item needs to be handled in closed session.

### III. HEAD OF SCHOOLS REPORT - S. Reddick

1. Enrollment Growth beyond 30% and our request to DPI.
  - a. Discussion on target numbers for growth in enrollment versus break even. 700 versus 600 for optimum student count. Staffing issues were also weighed in.
  - b. D. Goldfarb supports S. Reddick seeking council from charter school advisory.
2. Compliancy Update
  - a. Randomly selected for “test monitoring and testing security” audit and we did get a “good job”
3. Fire Safety is up to date.
4. Question on the opening of the lottery.
  - a. Our Handbook says the Lottery opens on Jan. 1 and closes Feb. 13th or the 2nd Tuesday of February. When is optimal time to run the lottery?
    - i. S. Reddick states we follow Thomas Jefferson Charter School. Discussion followed on optimal timing.
    - ii. No changes were made to the opening date.
5. Facilities: Most of the furniture is in. Discussion followed on storage, and what items were still coming in. S. Reddick was able to secure some donated furniture

### IV. CLOSED SESSION

D. Goldfarb motioned to go into closed session. L. Radkiv seconded the motion. Closed Session opened at 6:43 pm.

### V. ADJOURN

L. Radkiv motioned to adjourn the meeting without returning to open session. J. Young seconded the motion and motion carried. The meeting was adjourned at 7:05 pm.