

**Regular Board Meeting Minutes for Unity Classical
1929 W. Arrowood Road, Charlotte NC 28217
October 25 , 2021**

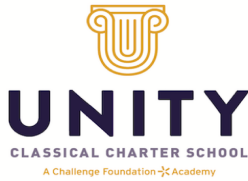
**Attendees: S. Walker, D. Goldfarb, M. McCarthy, J. Young, B. Butler
Virtual Attendees: J. Cole, L. Radkiv
School Representatives: S. Reddick and A. Hamp
Minutes by J. Whisnant**

- I. **CALL TO ORDER - ESTABLISH QUORUM.** Meeting was called to order at 5:13 pm and it was established that a quorum was present.
 - A. Next meeting: Monday, November 15, 2021 @ 5 pm
 - B. Mission Statement was read by S. Walker – 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 moved to adopt the agenda. J. Young seconded. The agenda was adopted.
 - D. Adoption of Minutes D. Goldfarb moved to adopt the minutes, J. Young seconded. The minutes were approved.

- II. **REPORTS/ACTION ITEMS**
 - A. **Treasurer Report** – Dana Goldfarb
 - i. Five year forecast has been updated based on updates from Acadia. Key Factor that will affect this is enrollment. Discussion followed.
 - ii. Adjustments for this year’s budget
 1. Textbooks came in over budget; other than that not a lot of changes. Discussion followed.
 - 2.
 - B. **Facilities Update and Discussion** – Dana Goldfarb and committee
 - i. Building Update: Goal is to be complete by the end of November. Punch list items in December. Getting supplies are becoming less of an issue. Discussion followed.
 - ii. S. Reddick is to get quotes from movers.
 - iii. Key items waiting on: quotes for the warming kitchen, gym bleachers, playground. Discussion followed. Signage for the building, front sign and LED announcement sign was also discussed.

S. Walker stated that it appears we are on track for opening possibly after winter break.
S. Reddick cautioned that it depends on the certificate of occupancy. Discussion followed.

 - C. **Marketing Discussion** – Jennifer Whisnant and committee
 - i. Since the contract has ended with Lucas and team, J. Whisnant stated that she would be taking back the Instagram and Facebook page.
 - ii. Researched per request by D. Goldfarb where our new families are finding us and the top areas are referrals from other families, Google and Facebook.



- iii. Trunk or Treat event coming up this Saturday at Christ the King church (a good partnership for us). Every board member asked to donate candy. Great marketing opportunity for the school. One of our parent ambassadors will join us.
- iv. Looking to partnering with some members of PTC to really build momentum in grassroots effort.
- v. J. Young stated that his stepdaughter works in marketing and would be happy to help us for free. Discussion followed.
- vi. B. Butler knows a great drone company. He will follow up and get the information on this.

New Marketing Company options

S. Walker asked AGS (Lucas and team) for a full-blown marketing proposal and they came in with a pitch to be a full-blown EMO. We said no. Then, they came back with another proposal for slightly less and Jesse is going to pay for that. It's \$10,000 for an under the hood look at the school on how can we improve our operations. Discussion followed.

Educare is Fabio's company and is separate from Lucas. His quote was to do the website and his own lottery program; but no marketing... because of a conflict of interest with a local STEM academy. Discussion followed.

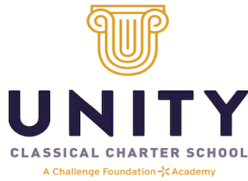
Other Alternatives:

- Final Site (7,000 websites for just charter schools), 110 different countries. 95% retention rates on people that go into their websites. Discussion followed. It was pointed out that the website is a marketing tool. Final Site also has enrollment management software. Offer a complete charter school communications package. Discussion followed.
- There is another group based out of Tennessee that also specializes in Education. Worth having a conversation.
- Peak 2 : Fort Mill group. They are local so they may be able to bring some things to the table.

Discussion on the marketing options followed. M. McCarthy made a motion after meeting with the FinalSite group on Thursday that if the marketing team feels comfortable with the terms that the school move forward on it. J. Young seconded the motion. Motion carried.

D. Staffing Update – Sheila Reddick

- **Director of Operations discussion:** D. Goldfarb did not like the job description presented. S. Reddick and A. Hamp to rework the description and to look to hire for this position immediately.
- Two staff members are out due to injuries. Gabby Morrison was in a very major car accident. Broken 4 bones in her back. She will be out for three months. J. Young made a motion to send out for floral arrangements and food gift cards. M. McCarthy seconded. Motion



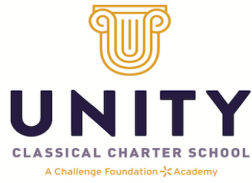
carried. Our new janitor is out with an injury. M. McCarthy motioned to send gift cards for him. J. Young seconded. Motion carried

- E. ***Covid Update – recent cases and quarantines, trending*** – Sheila Reddick
 - i. S. Reddick stated we are required as a board to vote on our mask policy (required by Governor) Right now covid spread has been minimized due to the extra measures school has put in place. S. Walker stated a vote would be a mute point since we are still under a Charlotte /Mecklenburg county mask mandate.
 - ii. A. Hamp and L. Davis (our school nurse) were able to get a \$200,000 school nurse grant. It does mean that Davis will have to work more as a nurse. Monies will help with our health room setup at the new school. Grant is for one year.

III. **HEAD OF SCHOOL REPORT**

- A. Disney World turns 50 so the school had a Disney dress out day for a dollar. Students enjoyed it.
- B. PTC interest group meeting was incredible and an Interest Survey went out. We have a group that has stepped up to help organize and rebuild it. First event will be a Roller Skating night on Nov. 10.
- C. Dads All Pro Group has started meeting and is building momentum.
- D. Scholastic Book Fair sold almost \$6,000 worth of books. There were many parent volunteers and the kids were ecstatic to buy books.
- E. Baring bus that partners with the Charlotte Hornets for a reading initiative is coming next month to the school for our 5th and 6th grade.
- F. 1st parent teacher conferences were held this month and were very well attended.
- G. Report cards went out this Friday.
- H. Testing is happening. NC check ins will happen next week
- I. IEP meetings have been amped up and are going.
- J. Vision to Learn is coming back this year.They test all students and get glasses to kids who need them at no cost.
- K. Currently, all of our compliances have to be put in. S. Reddick reminded the board that In order to get the 700 kids we have to go over the 30% allotted growth. Will have to go through the appeal process in Raleigh again.
- L. Closed for Nov. 11 in honor of Veteran’s Day and for the week of 22nd for Thanksgiving week/fall break.

S. Reddick talked about staffing and at one point we were nine people out. What’s the breaking point when we have to go remote. S. Walker asked about the staffing/temp agency or parent volunteers. Discussion followed. S. Walker asked the board to let S. Reddick know if they knew anyone who would be able substitute teach.



IV. ADJOURN

M. McCarthy motioned to adjourn the meeting at 7:19 pm. J. Young seconded and the meeting was adjourned.