

**Board Meeting Minutes for Unity Classical  
14613 Steele Creek Road**

**Jan. 24, 2022, virtual meeting**

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

**I. CALL TO ORDER - ESTABLISH QUORUM. Meeting was called to order at 5:08 pm by President S. Walker and it was established that a quorum was present.**

- A. Next meeting: Saturday, Feb. 19th for Board Retreat; 9 am to 2 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. M.McCarthy moved to adopt the agenda. J. Cole seconded. The agenda was adopted.
- D. Adoption of Minutes M.McCarthy moved to adopt the December minutes, J. Cole seconded. The minutes were approved.

**II. REPORTS/ACTION ITEMS**

**A. *Treasurer Report* – D. Goldfarb**

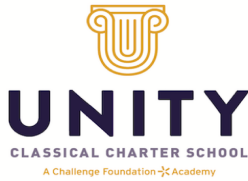
- i. Budget has been adjusted to reflect 600 as the new student count.
- ii. Salary and Bonus budgets were also increased. Discussion on budget followed.
- iii. D. Goldfarb stated that we may need to put a little more money into technology than previously anticipated. Working with S. Reddick and A. Hamp on this.
- iv. M.McCarthy moved to receive the Treasurer’s report. L. Radkiv seconded. Motion carried.

**B. *Facilities Update and Discussion* – D. Goldfarb and S. Reddick**

- i. Building Update: Good news. We have verbal approval and a temporary certificate of occupancy in hand.
- ii. New furniture is installed or currently being installed.
- iii. Internet coming soon. S. Reddick wants to get teachers in this Friday and students in by Feb. 7th. Discussion followed. All agreed we were on target for this date.
- iv. Elevator needs additional inspection. Working on that.
- v. S. Reddick stated there is a tentative walk-through with Connecting Elements on Friday Feb. 1 as well as with BCBG for Punch List. Board members welcome to come.

**C. *Marketing Report* – J. Whisnant**

- i. Marketing is going well!
- ii. Created Marketing Spend Budget per request of Mrs. Reddick. Review in committee



- iii. New ad going to be in the Palisades Magazine monthly. 13,000 homes. Family Friendly. Took down Next Door. Trying something different.
- iv. FinalSite Marketing update
  - 1. PPC went live on Jan. 3. (Google campaign) Social media went live on Jan. 5th. Setup was Time intensive and programing heavy.
  - 2. Was able to work with Team CFA tech team to get data tracking going on old website.
  - 3. They are only doing advertising. Do not do the daily posts on Facebook and Instagram.
- v. FinalSite Website update
  - a. Supplying content, sitemap outline, overseeing design etc.
  - b. I will be training and migrating the data from the old website to the new one.
- vi. Shift in marketing strategy....Unity Classical is no longer the best-kept secret in Charlotte. The focus is now why do I choose Unity Classical?

**D. Enrollment and Lottery** – S. Reddick

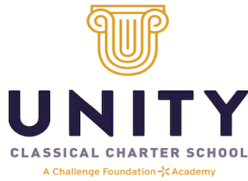
- Enrollment 220 New applicants to date. Current enrollment at 345.
- D. Goldfarb: Have you reached out to Dave M. to see if we have any wiggle room in the 600 number? Normal growth is 30%, can go 9% above without being in trouble? Wondering if we can go that 9% over and still get paid. S. Reddick stated no. Can not get paid via the state, though we could get some local dollars.

**E. Staffing Update** – S. Reddick

- EC teacher resigned with 30 day notice. Need new EC teacher. Hired Mr. Jones as part-time custodian. Mr. Gonzalez was hired for building security. Secured our operations person by splitting job between 2 employees. Mr. L. Blanks will handle Finance and part of HR: hiring, on-boarding, insurance, time off. Our STEM teacher and testing coordinator (A. Abraham) is transitioning to operations role: data/testing reporting, aid Mrs. Reddick with state reports, employee logistics, meaning scheduling, and transportation.
- D. Goldfarb concerned about staffing for 2022-23. Need to start looking now. S. Reddick said L. Blanks is helping go through resumes on Indeed. Making a big push.

**F. COVID Update** – S. Reddick

- Being Remote, COVID instances are only at CAEP right now. There are 2 cases.



**G. Thoughts for Items for February Planning Retreat – S. Walker**

- S. Walker is looking for ideas. Times will be 9 am to 2 pm. Lunch provided. On-site at our new facility and highly encourages everyone to be present, not remote. This will replace our regular Feb. Board Meeting.

**III. HEAD OF SCHOOL REPORT**

- A. Report Cards will be distributed soon, hopefully by the end of next Monday.
- B. S. Walker asked how parents were feeling about the remote? S. Reddick said we are partnering with Gymfit, CAEP to assist families. The vast majority of families understood the situation we were facing. Discussion followed.

**S. Walker:** Any additional business?

M. McCarthy said that the board retreat might be a good time to look at the book, The Leader in Me, by Stephen and Shaun Covey. His principles are aligned with the school.

**IV. ADJOURN**

M. McCarty moved to adjourn the meeting at 6:25 pm. B. Butler seconded. The meeting was adjourned.