

Board Meeting Minutes for Unity Classical

14613 Steele Creek Road

Feb. 28, 2022,

Attendees: D. Goldfarb, M. McCarthy, J. Young, J. Cole, L. Radkiv, S. Walker, B. Butler

School Representatives: A. Hamp and J. Whisnant

Minutes by J. Whisnant

I. **CALL TO ORDER - ESTABLISH QUORUM.** Meeting was called to order at 5:11 pm by President S. Walker and it was established that a quorum was present.

1. Next meeting: Saturday, March 16th for Board Retreat; 9 am to 2 pm. Next Regular Board meeting will be Monday, Apr 25, 2022 .
2. 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.
3. Adoption of Agenda. J. Young moved to adopt the agenda. B. seconded. The agenda was adopted.
4. Adoption of Minutes M.McCarthy moved to adopt the January minutes, J. Young seconded. The minutes were approved.

II. **REPORTS/ACTION ITEMS**

A. **Treasurer Report** – Dana Goldfarb

- Bonus line came in with more from state than expected. Board was not informed prior to distribution. Discussion followed.
- Risk in forecast is a possible increase in textbook line. Ms. Hamp is going to meet with Dana to tighten. Forecast for salary expenses next year will be significantly higher. Need to get a better handle on this area for budget forecast.
- Still have open FF&E items for new buildings. Discussion followed.
- Technology came in a little lower than expected. That was good news.

B. **Facilities Report** – Dana Goldfarb

- Charter school capital. Trying to complete financing. It was asked how long we have to stay on current financing. Discussion followed.
- Still have a punch list. Getting it done here and there. Concerns were raised that things were not getting done fast enough. (Gym is still unfinished to a large degree.) Discussion followed.

C. **Marketing Report** – Jennifer Whisnant

- Final Site SOCIAL MEDIA BUDGET REPORT (see handout)
 1. Final Site Feb. and March Campaign. Discussion on their ad sets, audiences, and daily budgets.

2. FINALSITE PPC Callouts: site link, callout, and structured snippet extensions that pinpoint specific areas of UCCS website with snippets of information. Testing this month. Discussion followed.
 3. FACEBOOK: Organic Data. 1 K followers. Discussion followed.
 4. WEBSITE: development ongoing, Grassroot efforts are ongoing.
- S. Walker asked S. Reddick and J. Whisnant to find a new time for marketing committee to meet. Bi-weekly preferred.

D. Enrollment and Lottery Report – Alicia Hamp for Sheila Reddick

- Total of 405 applicants in lottery, 308 projected returning student count. Currently would have waitlist in K-5. Waitlist. Discussion on lottery process followed.
- S. Reddick has requested that we close the lottery application portal the night before it closes, as opposed to what it states in the handbook; leaving the application window open longer. M. McCarthy motioned to move forward with S. Reddick's recommendation to have the lottery close at 8 pm the night before it runs. J. Young seconded the motion. Motion carried.
- M. McCarthy asked if we could do an incentive to get applications in faster. Discussion followed.
- S. Walker asked about re-enrollment process for current students. Discussion followed.

E. Transportation Report – Alicia Hamp for Sheila Reddick

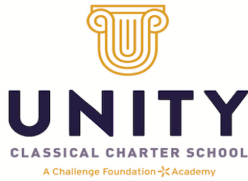
- Added the mini bus to assist 18 students putting it at capacity. No transportation complaints since adding this bus.

F. Masking discussion and vote

- M. McCarthy would like to see masking left up to the parents. L. Radkvic questioned about the the teachers? It was clarified that a Teacher won't be held accountable for enforcing the mask preference. Gentle reminders okay. Discussion followed. M. McCarthy made a motion to make the parents responsible for the decision of masking for their students, meaning we are a mask optional school. J. Young seconded the motion. Motion passed unanimously.

III. HEAD OF SCHOOL REPORT - Alicia Hamp for Sheila Reddick

- Some internet issues, especially on the 2nd floor. Steve Joyner and team actively working on resolving this.
- Phone line issue. Our 980-202-5899 didn't port over. Old number is still receiving messages. Tickets are in for both issues. Working on resolution. Have a temporary phone number. J. Whisnant to put on the website.



- Small flooding issues. Pipe came undone. They are coming out to correct. It didn't flow in the drain. Photos have been shared. Discussion followed.
- Still ongoing visits from inspectors. Health inspector recently here. We passed but he did make a note that we are a brand new school.
- Mid-year STAR test recently done.. Should have data by end of April.
- Fifth/sixth grade teacher has resigned. We combined to one 5th grade and one 6th grade in separate classrooms.
- Hired 4 new employees, including a IA and a teacher.
- Held our very first spelling bee which was very successful

D. Goldfarb would like to request a quick 5-question survey since we just moved into new building. What do you like? What do you dislike? What are the things going through your mind? How is the building? How is the travel situation? Asking questions that are specific to the new environment to see where the gaps are? It could even be done on a scale of 1 to 10. How can we improve? Discussion followed. It was also suggested that we do a similar survey for teachers. Are they happy with the new building? Discussion followed. A. Hamp to take lead on this.

IV. CLOSED SESSION

- M. McCarthy made a motion to move into executive closed session at 6:52 pm (under NC General Statute 143-318-11(a) 6.) J. Young seconded. Motion carried.
- M. McCarthy made a motion to return to open session at 7:23 pm. J. Young seconded. Motion carried.

V. ADJOURN

M. McCarthy moved to adjourn the meeting at 7:24 pm. J. Young seconded the motion. The meeting was adjourned.