

Unity Classical School – Board minutes
January 4th, 2017

Attendees: Susan Walker, Marty McCarthy, Joe Young, Siobhan Papa, and Don Minges. Observers present: Sheila Goad and Lisa Oates and Ken Kilpatrick.

Ken Kilpatrick

CALL TO ORDER Susan motioned for the adoption of the Board Meeting's Agenda for January 4th, 2017. Marty seconded the motion. The board agreed to the adoption of the Board Meeting's Agenda for January 4th, 2017. The meeting commenced with Marty reading the mission statement.

The next regular board meeting is February 13th, 2017 at Steele Creek Church.

CONSENT ITEMS Joe motioned for the Approval of Minutes for the December 8, 2016 board meeting. Marty Second the motion and the motion was approved by the board.

Susan addressed how DPI brought attention that the board needs to make corrections moving forward. One example is that if anything passes during the board meetings, it must be recorded. Board minutes need to identify who brought up the motion, who second the motion, and if the motion was moved. The board was not doing this and we need to ensure this is done moving forward. Susan and the board further discussed that there is going to be more scrutiny of the school and board.

ACTION ITEMS A Review of School Uniform: decision and vote.

At the last meeting, the board had reviewed the uniforms and options. Stephanie had gone through, vetted, and narrowed down our selection of companies to choose from. She put in a great deal of time and came up with a worthy selection. The company the board met with in December and had intended to go with had a lot to offer. The issue the board had with this uniform company had to do with Unity serving as the middleman in the transactions between the parents and the uniform company. The board addressed the question if Unity was being fiscally responsible in choosing this company. The overall sentiment was that being the middleman in these transactions put the school in a precarious situation. More options were looked into. Susan stated that at the last DPI meeting, Greg Sindors from TeamCFA recommended Lands End. Costal uses and recommended Lands End. There are a lot of benefits to going with Lands end. Lands End:

- Lands End – works with 6,000 schools.
- On our website, they will handle setting up a link for our school. They will handle the link and site for our school's specific uniforms.
- Lands End is carried at Sears.
- They have a very generous return policy. If you are unhappy- even if there is a logo- they will refund.
- Lands End will allow us to give out gift cards to needy families.

The board reviewed another local vendor for uniforms. This company is about \$5 less per shirt. They are located in Huntersville. They work with 5 schools. They deal with other uniforms for other industries. There is a No return policy.

The board discussed how it would be nice to do business with a local business, but Lands End overall offers so much more.

Unity Classical School – Board minutes

January 4th, 2017

Marty brought up the question of if the school has an obligation to the other company? The board will verify but overall consensus was there was no obligation to the other company. Stephanie will be updated on the decision.

Don made the point that the school should not get caught up and into the hassle of the uniform business.

Susan had a Lands End folder with additional information and shared with the board. Some additional information included other companies Lands End does business with and why schools/businesses choose Lands End. Susan and Shelia discussed how Lands End has this whole school uniform process down- “they know what they are doing.” Being that we are new to this- going with a company that will cater to the needs of a school such as ours means the board really needs to reconsider the decision to go with the company met with at the last board meeting. Sheila pointed out how not only Lands End has a lot of experience; they have a lot of sales- and a lot of repeat sales. Schools she has spoken with and researched are happy with Lands End.

Joe addressed the point the all the board members had an issue with the payment policy of the other company from the last meeting. It is a major concern for everyone.

Marty motioned to go with Lands End. Joe seconded the motion. The board was in agreement to go with Lands End.

TEAM CFA REPRESENTATIVE- Don motioned for Gregg Sindors from Team CFA to be on the board. Joe seconded the motion and the board approved Gregg Sindors to be the new Unity Classical board member. The board needs to make sure he is cc'd on all communication. Sheila will be contacting Gregg Sindors.

REPORTS/INFORMATION ITEMS:

Facebook/Marketing - Stephanie just had a baby so Siobhan will be taking over for her. Siobhan will take over the ad promotions on Facebook.

Susan brought up that all the board members need to look into ways of marketing. From conversations with other schools- Facebook is key.

Preschools- Marty said he will be heading to pre-schools tomorrow to get the word out about the open houses.

Transportation-Ken had a question for the board regarding transportation. The board explained that for our first year, Unity Classical will have only 1 bus. As Unity grows- we will have more. Unity will do carpooling and follow similar apps/ as other school. One example is Carpooltoschool.com. While the board would like to have more options for transportation, in just is not in our budget. The State does not cover transportation costs.

OPEN HOUSE- The board discussed the upcoming Open House on January 9th. Don Minges presented his power point presentation to the board. He took what Sheila had, and then after speaking with other schools Don created the power presentation viewed by the board. Don explained that the most important point that the other schools recommended was to keep it short and to the point. Too long – and people will loose interest. Don’s presentation started with the question “why are we all here?” (We all have a dream). Don’s presentation moves on to discuss Marty and his mission. After the presentation, the board discussed if we should be asking for donations. The board decided that the school needs to focus on getting students enrolled- not soliciting donations from parents.

Unity Classical School – Board minutes
January 4th, 2017

CHARTER SCHOOL BOARD UNIVERSITY

Don recommended a book for the board on Amazon : Charter School Board University By Dr. Brian Carpenter. https://www.amazon.com/Charter-School-Board-University-Carpenter/dp/0978857313/ref=sr_1_1?ie=UTF8&qid=1484648169&sr=8-1&keywords=Charter+School+Board+University

MARKETING- Susan lead the discussion on if board need to hire someone part time for marketing. Siobhan said that she had one possible option. Marty and Susan know of someone (Julie Freeland) that is currently looking for a position in marketing. Don said he would ask someone he knows.

Susan pointed out the person we need to have someone who can manage our school's:

- Marketing plan
- Media kits
- Press releases
- And so forth

Ken asked the board the question of what would the board be able/willing to pay? After discussion, how much can be afforded needed to be reviewed. Don recommended today that Sheila, him, and Dana get together to go over expenses.

In terms of marketing and expenses, timing was discussed. The question was addressed when are we hiring. Marty explained that currently, Sheila is the only person on payroll.

On the topic of payroll- Sheila said her next check, and going forward until July- she is being paid by Team CFA- which is suppose to start at the end of this month.

Marty asked the board procedurally where are we? And Sheila asked the board Dana does have a marketing budget? The board discussed and right now, we just we do not know. Don stated that we could spend less than 10k with postage.

Marty asked the board for the sake of timing, should we make an offer to Julie Freeland? Marty made the motion to engage a marketing person for 2 months. Joe seconded the motion. The board agreed to the motion.

NC ACCELERATOR MARKETING SUPPORT – The board discussed and felt last year the mailers did not have much impact or success. Tom Miller mentioned that we possibly could get financial assistance rather than do the mailers. Sheila is meeting with Tom tomorrow. The board discussed that while the mailers were nice, there was not any real response. More marketing today is done on-line, on Facebook and other media outlets. For this reason, the board agreed the school would prefer the money rather the money spent on mailers.

TEAM CFA ANNUAL CONFERENCE- Susan explained the details about the Team CFA Annual Conference at the Big Sky Resort in Montana from June 28th- July 1st. Susan asked the board who could attend. The board needs to let Team CFA know by January 15th who can attend.

Unity Classical School – Board minutes
January 4th, 2017

FUNDRAISING- Don said that all board donations were in.

NAME AND ADDRESS CHANGE- Joe explained to the board that, because of Unity's agreement with Team CFA, the board needs to change the name of the corporation officially. Joe recommended that we go with Dana's recommendation of Unity Classical Charter School: A Challenge Foundation Academy. Joe also addressed that the board needs to name someone other than Beth Early as the registered agent. Joe offered to use his name and information. Don made a motion to change the name of the corporation to Unity Classical Charter School; a Challenge Foundation Academy, and to change the registered agent to Joe C Young and the registered address and official address of the corporation to 2445 Selwyn Avenue, Unit 302, Charlotte, Mecklenburg County, North Carolina. Susan seconded the motion and the board was unanimous in agreement. It was agreed that Joe would work with Mr. Brian Smith of DPI to seek approval of these changes.

DECEMBER RTO RUBRIC / DPI

In the first section, Sheila noted that the people from the board who have dropped off for the following reason: 3 people had babies and 1 moved from the area. To address DPI's concerns regarding the turn over of Board members, we now have a contingency plan. Also the board members have made financial donations to the school.

Other items from the RTO Rubric:

- The board got rid of the prayer at the start of meetings.
- Joe said he would handle the section regarding the partnership with TeamCFA.
- Sheila said the Testing Coordinator job description somehow got missed. It was completed. Sheila will email it to Kebbler Willams from DPI.
- Job descriptions- Sheila said she reached out to Kebbler Willams- and that has been handled.
- Draft of the testing calendar- Sheila has reached out to Kebbler Willams and is working on this.
- School Safety- Dana took out the one section since he did not feel appropriate for a K-2. It was still required by DPI. Sheila will add it back in.
- Policy manual. The school calendar part- Sheila said she would make the appropriate amendments.
- The records retention is the part that Sheila will research and take care of. She will reach out to Dana to add to the Policy Manual.

POLICY MANUAL REVIEW – set dates for review

Susan discussed the policy manual and ways to go about working on it as a board. Susan recommended chunking the policy manual into 3 parts and work on as a board in a Saturday or similar work session. The amount of time was discussed- it was agreed that longer blocks worked better. The next work session is 10-3 Saturday, January 21st.

BENEFITS- Susan said we have a benefit plan. So we can begin to recruit. Tom Van Popering from Van Popering will be at the next meeting to go over and answer questions.

mac 1/21/2017 11:35 AM

Deleted: pointed

mac 1/21/2017 11:35 AM

Deleted: out

Unity Classical School – Board minutes
January 4th, 2017

| Marty made the motion to adjourn. Joe seconded the motion to adjourn the meeting and it was agreed by the board.

ADJOURNMENT

mac 1/21/2017 11:10 AM

Deleted: adjurn

mac 1/21/2017 11:10 AM

Deleted: adjurn