

Unity Classical Charter School Board, 701 Scaleybark Rd, Charlotte, NC

Meeting Minutes: 2/22/16 @ 6:40 – 8:15

Attending: Brian Payne, Joe Young, Siobhan Papa, Matt Drinkhahn, Stephanie Kokrak, Marty McCarthy, Sheila Goad – her first day on the job as Unity’s Head of School. Welcome Sheila!

Absent: Susan Walker (attending to Mike – our prayers are with you) and Mark Lavoie

First order of business: Joe nominated, and Marty seconded, for the election of Mr. Dick Kittle to join the Board. Both Marty and Joe spoke about Dick’s background and commitment to education. Discussion ensued about our nomination process, and recognition was given to our current informality with the noted expectation that as the School grows, our process for nomination will become much more formal. The question was called and Mr. Kittle was unanimously elected.

***PLEASE NOTE, next meeting: Monday, 3/21/16 @ 6:30 at Presbyterian Church, 701 Scaleybark Road.

***PLEASE NOTE conference call TWO WEEKS FROM NOW – Monday, 3/7/16 @ 7:15. Brian will provide a call in number

Marketing was discussed and communication of zip code selection was made for PEFNC (Parents for Educational Freedom, NC), which will do a direct mail piece for us. Preferred zip codes for the mailer are: 28209 (where the school is); 28203, 28207, 28210, 28211 - research indicated with only a thousand unit mailing that there are more children in these zip codes. Other nearby zip codes were determined to have more businesses and young unmarried adults (not yet with kids).

Siobhan updated us that Mark would handle a Twitter account for us, and Siobhan would handle our Facebook account for us. Siobhan introduced us to marketing via Facebook and Dick confirmed the validity of further marketing through Facebook. Facebook could run (depending on the number of potential families we go after) from \$5/day - \$30/day. Even at the lowest purchase point, between now and school opening the bill for daily advertising would be about \$900. Brian also indicated he’d work out Search Engine Optimization for us, at a cost that is expected to be reasonable.

Sheila will update her bio with one more data point (she also has taught 6th grade) and then Brian will load it to the Web site.

*****The School’s phone number: 980 282 8298. Sheila carries that phone

We need to check enrollment policy (call Tom Miller). Marty will follow this.

Brian will soon update the marketing presentation.

We all need to line up opportunities for Sheila to speak: I will get her in front of Rotary’s when I can, and St. John’s Preschool (my former church). Stephanie will seek other preschool groups. And Marty will get her in front of the Harris Y Preschool parent group.

Brian will send out the budget again, so all can go over it.

Sheila will gather up the three S’s (Sheila, Stephanie and Siobhan) to work on education. Please remember you have a subcommittee that is composed of Pat Craig, and one that wants to join the

committee: Lisa Oats. Pat is deeply conversant with Classical, and Lisa wants to learn. I believe Sheila can meet and (if desirable) welcome Lisa to the Education subcommittee.

Siobhan offered to help with seeking and writing grants

Sheila wants to know to what extent we can do preparedness testing, Siobhan will check this out.

*****Mark your calendars for 3/7 @ 7:15 conf. call; and, 3/21 @ 6:30 Board meeting.

Welcome Dick!!!

We are glad you are with us.

Respectfully filling in for Susan

Marty McCarthy