

Present: Brian Payne, Mark Lavoie, Stephanie Kokrak, Sheila Goad, Dick Kittle, Marty McCarthy

Absent: Susan Walker (attending to Mike – our prayers are with you both), Joe Young (Spain), Siobhan Papa (class), Matt Drinkhahn (out of town business).

- 1) Website, Facebook, Twitter, email accounts and SEO: Covered updating website, twitter and Facebook. Mark will check with Sheila about securing her bio/photo and other materials.
 - a. Email accounts are available, and Sheila's is set up (sheila.goad@unityclassical.com).
 - b. Brian is working through deeper understanding and pricing of SEO (search engine optimization). He will have it soon. Need to provide more criteria in order to attain pricing. Will touch base with Siobhan and Sheila to focus our target.
 - c. Sheila will get a picture to Mark soon for adding to Twitter, Web page, etc.
 - d. Mark wants to us move a.s.a.p. pertaining to facility systems (phone, internet, etc.) – all need lead time for contracting. Sheila and Marty will be with school Head that is currently in the facility, Stacey Rowe. Sheila and Marty will meet Stacey on Thursday and will go over her systems and whether we can piggy-back on any of them.
 - e. We need a credit card for routine business – we will find out if Stacey has found any banks more amendable, and we will get with Joe (Treasurer) as soon as he returns from Spain to get this going
- 2) Curriculum / contracts for teachers
 - a. Sheila, Stephanie and Siobhan met for 5 – 6 hours Friday and Pat Craig (Education Committee) joined for part of that time. Siobhan had done a lot of preliminary sorting, and Sheila has great experience with classical. Pat also has deep experience with Classical. They determined 4 top curriculum preferences (still waiting for samples to confirm their preference). Their 4th pick wants payment for samples. Brian advised – all consented – that not to go to that one unless the first 3 samples do not pan out. Classical Academic Press or Memoria seemed to be leading choices, at this point in time.
 - b. Classical Academic Press also features web enrichment, parent engagement, and teacher training (one stop shopping). All appear to be about the same cost.
 - c. Since teachers will soon be signing Letters of Intent, we need to get out there ASAP. We have a contract for employment (submitted to the State Board of Education in our application). It only needs a few tweaks – if someone can capture that from Siobhan and do the small fixes, then it should be ready. Sheila asked about the hiring process. Certainly Board members (Educ. Comm. And possibly others) can help winnow the applications down if we are deluged. Mark spoke to our enrollment system. While we have a tab in place on the web site, we are not following up yet with any note of thanks, or confirmation of student application. Brian can access email software that will help with that process on up to 150 students (making it appear more personal than simple software). Mark will send out the link to google drive for enrollment and Stephanie will monitor this after Mark sets it up.
 - d. Marty will get Teachers to Teachers link to Sheila and Mark so that we can announce teacher openings a.s.a.p.

- e. Sheila will work with Mark posting web content and applications

3. Financial / Insurance

Brian, Joe and others are looking at Insurance. Marty reminded them that some of the providers also process payroll, AND we need to pay Sheila at the end of this month (recognizing her start date of 2/23/16). So, whether it is ADP (national firm – can get for \$50 / month to get going), or Carolina Paymasters (local firm probably comparable cost), or through one of the providers of insurance services, we need to be lined up soon.

4. Marketing

Mailer is still in process. Siobhan may have this one almost ready to go back to NC Accelerator (Tom Miller) that is offering this for free.

Marty is taking Sheila to meet Harris YMCA Preschool Director, Celeste Bailey on Wednesday @ 1:00, and then St. John's Preschool Director, Jenny Taylor, at 2:30 that day. Endeavoring to get her in front of Myers Park United Methodist Preschool Director, Susan Wade.

5. Enrollment Policy

Brian will check with Tom Miller

We moved over to conversation about the Marketing Piece that Brian developed being tailored to fund raising for curriculum, K-3 furniture, and clean up / painting. We are going after Fifty Thousand. We are operating on the premise that donors like to contribute to specific needs. So, we'll get reasonable price tags on these areas of budget concern and build the marketing piece accordingly.

6. Building

Dick register general disappointment in the state of the building repair and cleanliness. We all agreed. Dick expects that the Health Dept. would close it down for sanitary reasons if they visited. It does have some roof and window leaks that have caused attendant issues.

Steps: 1) look for other facility as a back-up (Marty will reach out to commercial contractor to see what he might find); 2) prepare a list of repairs needed by the landlord as soon as they can access the facility for repair; 3) this will be a subject for lease terms that need to be finished by Joe with Dr. Chun.

Marty will go directly to Dr. Chun pertinent to these matters. Though not discussed last night Marty will wait until his Tax Preparation hits a lull after 3/15 to go to him. Joe should be back by then and could be directly involved at that point. The landlord has the responsibility to present a usable facility. With repairs done, a deep cleaning, and paint, possibly carpet tiles, it would be a much better scenario.

Marty promised to send Dick (and has done) the State Board link to our application. To become familiar with their page(s), please go to: www.ncpublicschools.com. Then 2 inches down the center of

the page, click on Departments, and scroll down then to Charter Schools. Click on that then go to the left side of the page (blue box) and click on Charter School Applications. When it opens up click on 2016-2017 applications, and then scroll down that page to find ours.

We are planning ASAP – hopefully April 2 – a half day workshop with Sheila to attend to business.