

Unity Classical School – Board minutes  
December 8, 2016

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

The meeting commenced with Lisa reading the mission statement.

Susan confirmed that the RTO materials were submitted before the deadline and we will await further instruction.

The Board approved the minutes of the last two meetings, including one of meetings, which requires a minor correction, which will be addressed shortly. There were no objections.

The Board discussed the proper name of the school to use in the Mission Statement and in marketing efforts. The issues include: the legal name, the 'd/b/a' name, a consistent, clear brand, and the Agreement with Team CFA. Discussion will continue outside the meeting, members will discuss and review. The recommendation for the appropriate name will be presented at the next Board meeting.

The Board agreed that all Board meetings would be on the second Monday of the month going forward, the timing will be at 6:00 pm eastern time. Our Charter requires eight Board meetings per year, but the Board agreed to plan for monthly meetings through January 2018. All future Board meetings will be on-site at the School at 1929 Arrowood Road as the default location, unless noted otherwise.

Marketing plan and post card            We discussed what is our brand? The Board unanimously agreed that we need professional marketing help. Each Board member agreed to reach out to at least one marketing expert in person, before the next meeting, so we can entertain offers to assist with marketing. Dana had a wonderful recommendation which was reviewed. The Board discussed the need for background information on Unity Classical, this task was assigned to Marty, Sheila and Siobhan, who will send out their recommendation for review to the Board by December 19.

Uniforms            Katie White and David Morris, presented to the Board their proposal for supplying uniforms for Unity Classical. Short sleeve polo's will cost approximately \$15.00 and unisex pull-on pants are approximately \$15.00. The cost to embroider each item is roughly a dollar each and screen printing is less but it does not last nearly as long, nor is as aesthetically pleasing. The vendors recommended at least 3 sets per child including a white polo, khaki pants, and black sweats. They also recommended at least one day at the school, for the children and parents to physically try on the uniforms and they will have employees on site to measure for sizing, this is covered in the student handbook. This recommendation was approved without opposition. Sheila will select the two dates for the firm to be on site at the school to fit and measure, with the first date at least 90 days before the opening of the school. Stephanie and Sheila will work on the details and report back to the Board.

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Open house        Sheila is working on the dates with Steele Creek Church, possibly December of this year and also January 2017. Sheila will recommend dates to the Board.

Domain name        The matter was discussed whether to use a .ORG or .TEAMCFA.SCHOOL as the official web site address. Sheila will research and report to the Board at a later date.

Directive for winter and spring        The directive for the school and the Board is 'Putting children in seats'. The focus is to get over 200 happy children enrolled.

Board evaluation results        Don discussed the results from the Board Governance Survey the Board undertook as part of the RTO filing. Complete copies of the review were emailed to each Board member. The review was provided by Melissa Danisch and Gina Falard from Board On Track. Overall, Unity's Board is performing well. They said that divergence on some matters and unanimity on others is typical. The Board could work on; improving goals, more clearly setting expectations, succession plans, and dealing with underperforming members. They stated that attendance is not an issue for Unity. They also stated that the areas where the Board is doing well include; the Board focuses on strategy, the Board does not manage, and does not micro-manage.

Vice chair?        The Board discussed the matter and tabled the matter for a later meeting.

Recruiting new Board members        Marty agreed to develop material to be utilized in securing additional Board members, as needed.

Committee review        The Board discussed which Board member's talents are best suited for each of the current three Board Committees. Each Board Member is on at least one Committee.

<u>Committee</u>	<u>Lead</u>	<u>members</u>
Finance	Dana	Marty, Don, Stephanie
Governance	Don	Susan, Joe
Personnel	Siobhan	Lisa

Should we adopt a Pledge for Board members?        The Board discussed the issue and tabled the matter for later consideration.

New awning/signage?        The Board approved and endorsed Susan's efforts to request charitable funding for an awning for the school, including the name of the school on the awning. There were no dissenting votes.

CFA conference        The Board agreed to recommend that Sheila and three Board members attend. Board members will consider if they are able to attend and this matter will be discussed at the next Board meeting.

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- Fund raising           The Board discussed the status. We need more benefactors.
- Education CO           The Board approved the expenditure of \$1,500.00 to hire an architect to help complete this task. Approved without dissent.
- Project plan update   Dana discussed status on our timelines and schedules.
- Good – Including RTO filings and facilities
- “Yellow” – Arcadia
- Not good – benefactors, enrollment, and marketing brochures
- There being no further agenda items or additional issues raised, the Board adjourned.