

**Regular Board Meeting**  
**Minutes**  
**March 10, 2017**  
**1929 W Arrowood Road Room 206, Charlotte, NC 28217**

In Attendance; Susan Walker (Board Chair), Marty McCarthy (Vice Chair), Siobhan Papa, Larry Lacivita, Gregg Sindors (By Phone)  
Absent: Dana Goldfarb, Joe Young.  
Quorum Established

- I. CALL TO ORDER
  - A. Next meeting: May 8th, 6:30-8:00pm
  - B. Mission Statement Read by Siobhan Papa: 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.
  - C. Motion to Adopt agenda: Moved by Marty McCarthy, Seconded by Larry Lacivita, Unanimous
  - D. Approval of Minutes: Moved by Siobhan Papa, Seconded by Marty, Unanimous
- II. REPORTS/ INFORMATION ITEMS
  - A. Finance Committee Report: (Susan for Dana)
    - a. Balance of \$29.4K not counting a forthcoming check from Team CFA for \$25K
    - b. Financial model adjusted: Core Knowledge curriculum \$37,000 vs \$26,000. Does not include core knowledge or Singapore Math (CKLA) - More information to come. It is possible to edit the per student pricing and figure out where we can and can't cut. Figure out some possible grants to supplement.
    - c. CPA costs May be up to \$12-14,000 vs. \$8000 estimate a year. -Based on a quote from Elliot Davis Decosimo, firm with best references so far.
    - d. Bus cost - \$49.4K per year weith \$10K upfront
  - B. Review Project Plan: (Susan for Dana)
    - a. Secure Funding Donors: Belk - was one possibility but is really interested in post secondary education but there are a couple other possible, interested benefactors.
    - b. Grants: Also in the red. Will need to be explored/ on going.
    - c. Develop and Execute Marketing Plan:
      - i. Calling on churches
      - ii. Reaching out to Latino Community via Hispanic Radio and newspaper - Sheila - had an interview with local Latino radio and local paper, Las Noticias
      - iii. Ad in Chlt Parent Mag another in May but no annual contract right now for Parent Mag.
      - iv. New signage with more info on charter schools
      - v. Weekly FB ad promos with increases in views each time, Website and FB is a changing and involving look that can help us - There has been reported progress there. Possibly more ads on FB - increasing by 22% -

Reached 1407 people, 837 engagements. This week thus far increase 13% in views, decrease of only 2 people that liked it, 22% increase in post engagement. 404 people engaged in enrollment. We can at least measure the engagement well here.

- vi. We are tracking where the enrollment is coming from. Most from Church and some from flyers
- vii. NPR is not our target market - it's grandparents, not parents - not a good investment at this time.
- viii. Need to put the money where we are getting the most response.  
Enrollment Packets

d. Curriculum by grade level - Only need to develop the spending plan and get it. Minutes reflect that we change this point from red to green on the spreadsheet.

e. Filling open board positions - We have an accountant as a possibility in the works. Minutes reflect that we have Jeff as a no. Secretary position has been filled by Gregg Sindors and Minute taker filled by LeAnn Woodard.

f. Other Pending business: Need to talk about copier receptacle for School. There is one but need an electrician that can insert possibly 2 more. SCCC has a certified electrician that can be hired to do that. Motion to authorize the electrical work - Marty, Second - Siobhan, Unanimous agreement.

- C. Governance Metrics - Not ready for vote - but closer to vote - Has to be edited as educational process begins. Our RTO deadline for this is May 6th - Prior to next board meeting. Goal should've been to finish tonight. Need work on Student achievement #s 1, 2, and 4; Teacher engagement, 1; Student attendance, 1 - Should push the Vote adopt Governance metrics RTO - to May 8th.

Financial - A few discussions around some points here:

1. Teacher training - teachers on pacer guide. We should be at about 88%.
  2. Teacher Qualifications - 78%
  3. Target goals - Operational Efficiency -
    - a. Teacher engagement - 90% - 10% in the red is not very good. Hard to open up with year one is not as realistic as a number 2 school that has been around for a while. 95% - green, 90% - yellow, 85% - red. As a committee we need to come up with better numbers
    - b. Parent Communication : Parent 24 hour contact, communication and involvement. Discussing how to out in a binary.
    - c. Student Attendance -
    - d. School Operations - approved Dec 2017
  4. Teacher Development: Evaluations still being worked on - Each teacher should be observed 4/ year. This needs to be changed per state regulations. If it is a new teacher it will be different with a meeting before and after and becomes 16 times/year. This will require more work.
  5. Parent Satisfaction Red -60 Yellow 60-80 Green 80+
- D. Fundraising: (Marty) Discussion of Current State given above in point II.B.a.
- E. Head of School - Apps and Enrollment Update

- a. Enrollment - Up to 102 students; Have Accepted 45 new enrollment packets which are incomplete as of now but have reached back out to get them properly enrolled.
- b. We also believe that there will be a last minute push.
- c. Target is still 140 but only have to have 80 students. We do have at least 50% so we are good.
- d. We are ahead of a lot of other new charter schools in this process.
- e. Once they apply - We are following up with all of the next steps with them to ensure follow through.

### III. ACTION ITEMS/ NEW BUSINESS

- A. Discussion and Vote: Gill Middlebrooks - Attorney recommended by Marty with great experience with Charter Schools and offers governance training. Will help at a rate of \$350 an hour. Minutes reflect correction from agenda from \$325 to \$350 from letter of engagement. Do we wish to retain him? Motion to hire by Siobhan Papa, Seconded by Larry Lacivita. Unanimous vote, all in favor. Next Step – Letter of engagement will be signed and sent.
- B. Discussion and Vote: Governance Metrics 2017-2018. Board of Directors - Board Reporting Approval -
  - a. As shown on the document. “Adequate yearly progress” - (AYO) Propose deleting that? Motion to delete by Gregg Sindors, seconded by Siobhan Papa, Unanimous, all in favor. AYO will be deleted from wording.
  - b. Teacher Scope & Sequence - Sept-June - Need to report on this but delete time frame. Motion made to delete by Gregg Sindors, We will stay on sequence but don't have to do in a certain pace. Hold off on the vote as changes need to be made to this document.
  - c. This is an outcome based-calendar, therefore, Gregg Sindors suggests to send it to Tom Miller for feedback on this and the governance metrics as well. Then bring back info to board possibly prior to next meeting for further discussion and later vote. Current information is obsolete and needs to be updated before proper discussion can be had and vote can be made.
- C. Discussion and vote: Daryle Oldham, IT contractor from the Church, recommended by Larry Lacivita. Daryle Oldham has accessibility to the operations of the church and can assist as needed for now and more later as needed. Give strict time frames for him and he will get the work done based on the scope of work, deadline, responsibility. Decide to pay \$35/ hour for IT - Pay as you go/ As needed basis. Dean can give a rundown/ scope of work and can assist but will eventually need a person hired here. Motion to hire Daryle for contract work. Motion to hire made by Siobhan, Seconded by Marty McCarthy. Making sure to be mindful of budget limitations.
- D. Insurance -
  - a. A solicited proposal by Tom VonPopping for Health Insurance Quotes - He has a good track record and will bring him to discuss possible plans. This was We have no commitments to him for health/ Major Medical. but we should have a couple options for Major Medical. (Dana recommended this in an email after reviewing all proposals) State plan is not a possibility so we vote to bring on Tom

VonPopring. Motion made by Siobhan, Seconded by Marty McCarthy. Vote - All Yes, unanimous.

- b. Liability also needed for now and postoperative. We have liability through Tom VonPopring. He may also be a great choice for Liability,

#### IV. ANNOUNCEMENTS

- A. Leaders Building Leaders - Free Seminar by Tom Miller April 19 @ 6:00. Community School of Davidson, 404 Armour St., Davidson, NC. All Board Invited and Encouraged to attend.
- B. Parent Meet and Greet - Saturday, May 13 @ 10:00 until 12:30. Sheila wants to create a need-based listing of who can assist with parent visualization. Sheila could walk the board through so they can be familiarized with the set-up and operation of the classroom in order to provide informative tours for parents.
- C. Add new points to next agenda -
  - a. "Walkthrough of the classrooms."
  - b. County/ approval - Need to set up account with the county and will build the account. Marty has spoken to architect, Jeff Whittle. Need to go through the paperwork and get that done so we can begin to receive money.
  - c. Hiring attorney - Need a letter from him right away - discuss with the board.
  - d. Two people on board right now and what are their goals and do we need to hire anyone else right now.

#### V. ADJOURNMENT

Motion to adjourn -Motioned by Gregg Sindere, Seconded by Larry Lacivita , All in favor, Unanimous.