

Unity Classical School – Board minutes
February 13, 2017

Attendees: Susan Walker, Marty McCarthy, Joe Young, Dana Goldfarb, Siobhan Papa, Gregg Sindors, and Don Minges. Observers present: Sheila Goad, Tom Von Poppering, Brian Puckett, Shawn Blanton, Julie Freeland, Russell Sellers and Lisa Oates.

The meeting opened at 6:35 pm, with Joe reading the mission statement.

The next meeting will be at 6:30 pm, our standard meeting time, on March 13 at the school in room 206 upstairs.

The Board approved the agenda for the meeting. Motion was made by Marty, and seconded by Joe. All voted in favor. There were no objections.

The Board approved the minutes of the last meeting. The motion was made by Joe, and seconded by Marty. All voted in favor. There were no objections.

There was discussion regarding the approval required for authorizing expenditures. Several believed that any expenditure above \$10,000 required Board approval. However, the most recent version of the Financial Control Policy states that the amount needed for Board approval is \$25,000. This issue was tabled for discussion at a later meeting.

There was discussion regarding the approval of the marketing contract with Julie Freeland as the consultant, spending up to \$10,000 for marketing. The motion was made by Joe, and seconded by Marty. All voted in favor. There were no objections.

There was discussion regarding the approval of the official school colors, purple and gold. The Motion was made by Joe, and Don seconded. All voted in favor. There were no objections.

There was discussion regarding the approval of the official school mascot will be a Gryphon, with that spelling. The Motion was made by Marty, and Gregg seconded. All voted in favor. There were no objections.

There was discussion about the remodeling of the Headmaster's office on-site with Unity being responsible for ½ of the cost. The Board approved the expenditure of up to \$2,500 for the remodeling cost. The motion was made by Marty, and Gregg seconded. All voted in favor. There were no objections.

Tom Von Poppering discussed several possible medical insurance proposals for Unity employees, e.g., Headmaster, teachers, assistants, etc. Tom reviewed comparable offerings from CMS, other new Charter schools and established Charter schools. We discussed numerous plans in detail, options, how much should Unity pay for its employees, a HSA alternative, the State health plan for, etc. The discussion ensued for over 30 minutes. Marty moved that this matter be assigned to the Finance Committee (Dana, Marty, Stephanie and Don) for more research, Susan seconded the motion. All voted in favor. There were no objections.

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Shawn Blanton, Team CFA technology leader, discussed IT for Unity. Shawn discussed Google Apps, the possibility of Chrome books for each child, G-suite or Google apps for education, Google Drive, the effectiveness of touch screens for children, Z-scaler, MimeoProjectors, MimeoTeach, whiteboards, MimeoView, email addresses within Unity for each Board member, etc. The discussion ensued for over 20 minutes. The Board thanked him for his service, his email is - sblanton@teamcfa.org.

Julie Freeland discussed the marketing plan. Unity is posting on Facebook, twitter, and social media at least daily. Unity purchased an advertisement in Charlotte Parent magazine that will be distributed very soon. The new logo has been well received. Creating of signage is in process, e.g., banners and flags. Press releases have been, and will be, issued. The website has been significantly improved with more and better information. She is looking into the nextDoor app and the openStreets704.com event on May 7. Additional supporting brochures have been developed and printed to facilitate enrollment. Julie will also translate the flyer into Spanish. The discussion ensued for over 40 minutes. The Board thanked Julie for her service. Gregg will create a spreadsheet of all the pre-schools we are calling on, so everyone needs to send Gregg the list of schools or apartment complexes or businesses each of us visits.

Don discussed Acadia Northstar as a service provider. Acadia provides AR, AP, Payroll and Budget. Gregg discussed a possible alternative to Acadia Northstar, Team CFA may offer comparable services as Acadia Northstar at a lower cost. TeamCFA hired experienced accountants that perform similar services and will come to a decision whether this option is viable within the next two weeks. Unity is required to use PowerSchool by the state, the choice is to engage Acadia to do it for us, or retain a person who is skilled in PowerSchool? The issue was tabled for further discussion at the next meeting.

Dana shared the insights from our sophisticated financial model. The sensitivities were examined in detail, including multiple breakeven analyses. Two of the key variables are the number of students and the number of teachers. Much discussion ensued reviewing numerous scenarios of financial outcomes. The expenses were modeled as fixed, variable or step-variable. The first break-even took place at 175 students. This is the point where financial assets are forecast to drop to zero unless we begin making staff reductions. The second break-even took place at 149 students and assumed 2 core teachers and 2 teaching assistants were let go. The final break-even took place at 132 students and assumed an additional 1 core teacher and 2 teaching assistants were let go. The Board agreed that we will need to monitor enrollment. Gregg believes that Unity needs 300 applications to achieve the goal of 207 students in the school as planned. Dana recommended that our goal should be between 200-300 applications with an obvious preference for 300 or more.

The Board discussed the enrollment packet, which is in process.

Gregg discussed methods to increase enrollment in the Latin community.

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Don discussed the financial status. As before, we need to continue the search for additional benefactors.

Motion was made by Marty, and seconded by Joe to nominate Larry Lacivita to the Board of Unity. Larry is the executive pastor at Steele Creek of Charlotte. All voted in favor. There were no objections.

The Board approved the expenditure of up to \$500 for locking file cabinets. The motion was made by Joe, and seconded by Marty. All voted in favor. There were no objections.

The Board discussed hiring a School Operations Support person, ½ time, part-time temporary position that is needed soon. This is a temporary position starting March 1, duration of 6 months. We have a similar position in the forecast at \$25,000 a year. Marty moved and Joe seconded that Unity authorize Sheila to hire such a person starting March 1, at a compensation of \$2083 per month. All voted in favor. There were no objections.

Susan distributed a RTO checklist to each Board member for their review. Each Board member was asked to review the open assignments. These issues will be reviewed at the next Board meeting.

There being no further agenda items or additional issues raised, the Board adjourned, the time was 9:35 pm.