

THE MAIN STREET ACADEMY
COMMUNICATIONS COMMITTEE
REGULAR MEETING AGENDA
WEDNESDAY JUNE 19TH, 2019 @7:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 0 HOURS AND 45 MINUTES

CALL TO ORDER 1 MIN

APPROVAL OF MAY MINUETS 1 MIN

WELCOME 1 MIN

POSITIVE COMMENTS 5 MIN

UPDATE: COMMUNICATIONS DIRECTORS POSITION 1 MIN

Due to critical positions that need to be filled by the school. The position has not been posted due yet. A date has not been determined for posting. In the interium Ariana Thomas with Flylight Creative has been approved by Finance to be contracted out for 60 days with the right to extend additional services as needed. The preliminary services are below. The recommended changes are:

1. The proposal is approved for 60 days with the option to renew for another 30 days
2. The amount is \$2500 per month
3. Move the following to July:
4. Support Communications Manager Recruitment and On-boarding
5. Develop and manage process for faculty/staff/PTO to request marketing and communications support with promotions and advertising.
6. Training: Communicating with Parents (For Faculty and Staff)

ACTIONS:

1. *Approve addition Flylight Services for 60 days with the option to renew for \$2500 per month.*

COMMUNICATIONS UPDATES 20 MIN

- Survey (Summer 2019) Will be distributed Friday, June 21st See attached
- Communications Training Calendar (Summer 2019) -Ariana will help and compose Training Schedule
- Summer Posting (Content Needed) and ideas for Day 1 Readiness

MEETING ADJOURNED 1 MIN

MARKETING AND BRANDING 15 MIN

Marketing and Branding

- Brand Identity deck was approved by Governing Board
- Mascot - Results are final and recommendations are needed for board approval. Requesting services for mascot graphic quotes. Voting Required
- Brand Video and Filming
- Content for printed collateral - Waiting on Content for Infographics