

These are unapproved minutes. The contents of them are not official record and are subject to change until they have been voted on for approval by the board.

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

2861 LAKESHORE DRIVE

PROJECTED DURATION: 0 HOURS AND 45 MINUTES

ATTENDANCE SUMMARY

| Name | Status | Arrival Time | Departure Time |
|--------------|---------------|---------------------|-----------------------|
| Farrah Brown | present | 5 Minutes Late | At Adjournment |

CALL TO ORDER

Call to order at 6:07pm

APPROVAL OF MAY MINUETS

Minuets will be distributed during July Meeting

POSITIVE COMMENTS

Mitchell excited about being on the board.

Principal Parker excited about having staff such as Helene Brown, Chapele Brown and Coach Monti assisting in data manager duties.

UPDATE: COMMUNICATIONS DIRECTORS POSITION

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)

Passed Motion:

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

By: **Farrah Brown**

Discussion:

The motion will be moved in Finance Committee.

MARKETING AND BRANDING

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. The committee will notify the community of the new JETS mascot. We will call for 3 BIDS and have the student body to pick. Ariana Thomas will create an RFP to distribute bid.
- Brand Video and Filming - played brand video
- Content for printed collateral - Waiting on Content for Infographics - Principal Parker will provide stats under the request of Ariana Thomas

Passed Motion:

Motion to approve the JETS as our new mascot.

By: **Farrah Brown**

Discussion:

There was no notable discussion on the motion.

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 7:59 am

Passed Motion:

Motion to adjourn

By: **Farrah Brown** Seconded by: **Farrah Brown**

Discussion:

There was no notable discussion on the motion.