

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
MONDAY SEPTEMBER 16TH, 2019 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 3 MINUTES

ATTENDANCE SUMMARY

Name	Status	Arrival Time	Departure Time
Rebecca Dearolph	not present		
Farrah Brown	present	On Time	At Adjournment
Heather Wells	not present		
Kelly Brokenburr	present	5 Minutes Late	At Adjournment
Ariana Santiago	not present		
Lisa Simon	present	On Time	At Adjournment

APPROVAL OF AGENDA

August 2019 Agenda

Proposed Motion:

Approve the agenda as submitted

Discussion:

There was no notable discussion on the motion.

WELCOME

COMMUNICATIONS MANAGER UPDATE

Communications Process

- Comprehensive School-wide Calendar- Still defining
- Ongoing events
- Extracurricular activities
- PTO Fundraisers
- Other Fundraisers
- Athletics
- Music
- Art
- TMSA University- Monthly themes for internal educational outreach. Requesting date for next session.
- Requesting Creative

Marketing Campaign

- Mascot Campaign- 748 Total Student Votes, 190 Total External Votes; Students excited and parents proud of the democratic voting process students participated in.
- TMSA JETS (Option 1- WINNER): 61.4% Student body vote (459); 51.6% External Votes (98)
- TMSA JETS (Option 2): 18% Student body vote (135); 3.7% External Votes (7)
- The Main Street Academy JETS (Option 3): 20.6% Student vote (154); 46.8% External Votes (89)

-->One opportunity to make corrections and communicate changes to the creator about the final logo.

- Giving Tuesday- Georgia Gives account;
- 10 Year Anniversary- Next week topic; Need to finalize the official 10 Year Anniversary date.
- Ongoing Giving
- Alumni Giving Campaign (with 10 Year Anniversary)
- Annual Auction - 2 weeks
- 5K/10K happening this year?

Website Updates

- Updates In-Progress
- Monthly Reporting

Social Media

- Monthly Reporting
-

Donation Portal

- Proposal

Mail Chimp vs Edilio

- Proposal Submitted

Training

- TMSA Updates

WELCOME AND ROLL CALL

The meeting will be called to the order at 6:11pm.

COMMUNICATIONS OFFICER'S REPORT

TMSA's current re-chartering process for communications

- Website
- Mock Interviews
- Special Call Meeting -09.17.19

Uniform Polcy

- Transition year- October 1st existing logo will be sunset; Newly 2019 approved logo will be effective after October 1st.

Communications Improvements

- Parent to Teacher | Parent to Administration Response Time

Recommendations

Communications Team Functionality

- Work Session

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 7:50 pm

Passed Motion:

Motion to adjourn

By: **Farrah Brown** Seconded by: **Lisa Simon**

Discussion:

There was no notable discussion on the motion.