

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
THURSDAY AUGUST 20TH, 2020 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 0 HOURS AND 36 MINUTES

ATTENDANCE SUMMARY

| Name | Status | Arrival Time | Departure Time |
|------------------|---------------|---------------------|-----------------------|
| Farrah Brown | present | On Time | At Adjournment |
| Kelly Brokenburr | present | On Time | At Adjournment |
| Lisa Simon | present | On Time | At Adjournment |
| Mitch Foster II | not present | | |

WELCOME AND ROLL CALL

The meeting will be called to the order.

APPROVAL OF AGENDA

So that there is agreement between board members on the agenda, and the amount of time spent on the meeting, the board shall vote to approve an agenda for the meeting. To the best of its ability, it will follow that agenda, and allow for the chair to move the board through the agenda as specified.

COMMUNICATIONS MANAGER REPORT

1. Draft social media policy is still under development; delayed due to virtual learning priority and preparations for first day of school
2. Quick Guide on TMSA website with information on remote learning, access to virtual classroom (updated daily)
3. TMSA Hotline via Zoom. Accessible Monday - Friday. 15 calls on 8/19. Daily volume varies.
4. Analytics are 90% complete. Will provide to Communication Committee prior to Governing Board meeting
5. Technology Campaign development
6. TMSA 10-Year Anniversary; acknowledging birthday of school on 8/23. Firming up 10 year anniversary mark.
7. PTO Facebook Page strategy. Considerations around making Facebook page available to paid members only. Need updates on where they are in the process.

STRATEGIC COMMUNICATIONS UPDATES

Please review the strategic plan. Communications Committee need to establish our responsibilities based on the plan.

-> Discussed creating and sharing a calendar of yearly fundraising events; shared focus needs to be on securing a strategic sponsorship/donor as priority for school

-> Principal's yearly motto for teachers is still under development; will share with board for synergy.

-> Principal Parker shared taking advantage of this year to focus on other key areas outside of Georgia Milestones

-> Principal Parker recommends having one Zoom or Virtual Meeting Platform to be used for all TMSA board meetings

THE MEETING WAS ADJOURNED

The meeting adjourned at approximately 7:32 pm

Passed Motion:

Motion to adjourn

By: **Farrah Brown** Seconded by: **Kelly Brokenburr**

Discussion:

There was no notable discussion on the motion.