

CASA ACADEMY

Marketing Committee Meeting

Date and Time

Tuesday October 6, 2020 at 12:00 PM MST

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/87307717834?pwd=dHU0c1BHbGt5YmQySktHV3llWnVVZz09>

Meeting ID: 873 0771 7834

Passcode: 014803

One tap mobile

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Meeting ID: 873 0771 7834

Find your local number: <https://us02web.zoom.us/u/kr22zPLCg>

Due to COVID-19, all CASA Academy Board and committee meetings will take place via Zoom or conference call for the time being. Zoom/conference call information will be posted in the location section of the meeting notice/agenda. Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the front office of CASA Academy (8123 N 35th Ave. Suite B-2, Phoenix, AZ 85051), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Agenda

	Purpose	Presenter	Time
I. Opening Items			12:00 PM
A. Record Attendance			1 m
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes	Steven Brown	1 m
II. Fundraising/Marketing			12:02 PM
A. Updates regarding website and social media	Discuss	Steven Brown	5 m

- We were able to confirm the web platform used to build our website

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	<ul style="list-style-type: none"> We were also able to add donation links to social media as well Bringing website maintenance in house 		
B. Review Marketing Plan	Discuss	Tacey Clayton Cundy	15 m
Jesus to walk through final draft of updated marketing plan with committee. General feedback to follow.			
C. Overview of Current Fundraising Campaign	Discuss	Tacey Clayton Cundy	15 m
	<ul style="list-style-type: none"> Discuss purpose of current campaign Discuss content for campaign 		
III. Other Business			12:37 PM
A. Continue discussion regarding annual event.	Discuss	Steven Brown	20 m
	<ul style="list-style-type: none"> Discuss and give recommendation regarding date of event. Discuss observed best practices for event to raise funds. 		
IV. Closing Items			12:57 PM
A. Adjourn Meeting	Vote		