

CASA ACADEMY

Minutes

Annual Event Committee

Date and Time

Monday November 14, 2016 at 6:15 PM

Location

CASA Academy (1500 W Maryland Ave, Phoenix, AZ 85015)

CASA Academy Governing Board meetings will take place at the CASA Academy campus (1500 W Maryland Ave, Phoenix, AZ 85015). 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 (1500 W Maryland Ave, Phoenix, AZ 85015), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Committee Members Present

D. Brown, J. Leahy, M. Dahlen

Committee Members Absent

None

Guests Present

Adrian Bedoy, Anthony Batiste, Cristina Hatton, Dawn Fuller, Melissa Brutlag

I. Opening Items**A. Record Attendance and Guests****B. Call the Meeting to Order**

J. Leahy called a meeting of the Annual Event Committee Committee of CASA ACADEMY to order on Monday Nov 14, 2016 at 6:23 PM.

C. Approve Minutes

M. Dahlen made a motion to approve minutes from the Annual Event Committee Committee Meeting on 11-02-16 Annual Event Committee Meeting on 11-02-16.

D. Brown seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Annual Event Committee

A. Determine Name for Event

Each unique and beautiful- together a masterpiece.

B. Timeline Discussion

Food- approach one restaurant to donate a substantial amount of food (Grimaldi's, Postinos, Fox Restaurant Concepts (The Rocket?), Hillstone)

Hand wreath art sales- scholar profile with color picture of scholar

We need to determine who will make the ask. Should we have Danny interplay with the scholar speaker and they could make the ask together?

C. Ticket Price Discussion

We are debating between a range of \$40-\$65.

We are going to look at ticket prices for similar demographics and will then make a decision.

D. Budget/ Sponsorship Goals/ Sponsorship Types

Make sure that recurring donation is available on Paypal.

On pledge form, we will play with the idea of the kindergarten scholarship. \$3,000 for full scholarship, X amount for classroom, etc.

Adrian will be MC for the event and will make the ask.

E. Flow of the evening/ Activities

Art sales

Raffle

Photo booth

Wine pull

Band

We will approach families for extra crates of wine.

F. Review video script

Make script as children's font for signs that they will hold up.

We will mount some of these lines from the script and hang them around the event.

G. Graphic Design/ Marketing Campaign

Dawn created a logo and save the date for the event.

H. Finalize Liquor License Materials with PCDS

Crescent Crown- Beer

Breakthrough Beverage- Cristina will send Jenna contact information for Gina.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:41 PM.

Respectfully Submitted,

J. Leahy

M. Dahlen made a motion to adjourn the meeting.

J. Leahy seconded the motion.

The committee **VOTED** unanimously to approve the motion.