APPROVED

CASA ACADEMY

Minutes

Marketing Committee Meeting

Date and Time
Tuesday May 15, 2018 at 12:00 PM

Location
(712) 775-7031 Meeting ID: 356-190-185 Host PIN: 5293

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
C. Chavez (remote), J. Leahy (remote), L. Martinez (remote)

Committee Members Absent
None

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

J. Leahy called a meeting of the Marketing Committee Committee of CASA ACADEMY to order on Tuesday May 15, 2018 at 12:05 PM.

C. Minutes

C. Chavez made a motion to approve minutes from the Marketing Committee Committee Meeting on 04-30-18 Marketing Committee Meeting on 04-30-18.
L. Martinez seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

L. Martinez Aye
J. Leahy Aye
C. Chavez Aye

II. Marketing Committee

A. Discuss Marketing Collateral

Can we start a monthly newsletter?
Lily and Jenna will combine the marketing and finance committee budgets. They will email this to Crystal. This will be discussed on Monday (5/21) with the finance committee.

B. Social Strategy

Tacey will start posting according to our social media calendar in September. She will join the next meeting and will review the calendar. Is there a program that she could schedule posts? Buffer is a program she could use. There are other tools like Buffer that would do this. Hootsweet is another example.

Buffer is $15/ month.
We will be focusing on LinkedIn and Facebook.
Crystal will reach out to Buffer to see if they will donate their services.
The branding guide will be scheduled at the next meeting.

III. Closing Items

A. Adjourn Meeting

C. Chavez made a motion to adjourn the meeting.
L. Martinez seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

L. Martinez Aye
J. Leahy Aye
C. Chavez Aye

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:25 PM.

Respectfully Submitted,
J. Leahy