

APPROVED

CASA ACADEMY

Minutes

Marketing Committee Meeting

Date and Time

Tuesday September 8, 2020 at 12:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/82939579842?pwd=NWkyVHRpZFBXaXUzdnQyVEpBUGZPUT09>

Meeting ID: 829 3957 9842

Passcode: 946097

One tap mobile

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

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.

Committee Members Present

D. Brown (remote), K. Holmes (remote), M. Tucker (remote), S. Brown (remote), T. Clayton Cundy (remote)

Committee Members Absent

J. Norris

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

S. Brown called a meeting of the Fundraising/Marketing Committee of CASA ACADEMY to order on Tuesday Sep 8, 2020 at 12:03 PM.

C. Approve Minutes

M. Tucker made a motion to approve the minutes from Fundraising/Marketing Committee Meeting on 02-14-19.

D. Brown seconded the motion.

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

II. Fundraising/Marketing

A. High Level Overview of Department and Direction

- Discussed high-level vision of department and committee including goals of department.
- Tacey walked through the different points of the brainstorm within the committee notes.
- Discussed training options through LinkedIn learning.
- Discussed possibility of putting more energy into online fundraising.
- Discussed fundraising for playground equipment.
- Discussed press release approach with marketing.
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B. Review Brand Standards Guide

- Discussed layout.
- Discussed how it should be used.

C. Discuss Fundraising Approach with COVID

- Outside instead of in.
- Possibly move back.
- Masks could possibly be retired.
- Left conversation with each team member doing more research regarding options for virtual fundraiser.

- Will make recommendation once more info becomes available.

III. Other Business

A. Discuss format of website for future recommendations

Steve will reach out to Josh independently to discuss website format for possible future updates.

B. Discuss social media. Make recommendations for future content

- Committee discussed that Marketing team will move towards a more standard scheduled approach.
- Discussed additional opportunities to raise funds using social media.

IV. 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 12:58 PM.

Respectfully Submitted,
S. Brown