

APPROVED

# CASA ACADEMY

## Minutes

### Marketing Committee Meeting

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#### **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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Dial by your location

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Meeting ID: 829 3957 9842

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

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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.

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#### **Committee Members Present**

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

#### **Committee Members Absent**

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J. Norris

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## 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