

CASA ACADEMY

Minutes

Marketing Committee Meeting

Date and Time

Tuesday December 8, 2020 at 12:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/83758533894?pwd=QTI2ME1YVnZrKy9IRlpFbG1ldGcvdz09>

Meeting ID: 837 5853 3894

Passcode: 507174

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

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, M. Tucker, S. Brown, T. Clayton Cundy

Committee Members Absent

K. Holmes

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

C. Approve Minutes

T. Clayton Cundy made a motion to approve the minutes from Marketing Committee Meeting on 11-10-20.

M. Tucker seconded the motion.

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

II. Fundraising/Marketing

A. Revisit Actionable Items - Discussion

- Jesus presented last months social media metrics. Discussed ways to improve.
- Jesus presented different awards to apply for.
- Discussed what awards worked best.

B. Establish KPI's - Discussion

- Discussed what KPI's would support growth.
- Committed 3 KPI's
- Marketing Manager will give monthly report.

III. Other Business

A. Monthly Newsletter

Discussed layout of new quarterly newsletter. Made recommendations.

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 12:56 PM.

Respectfully Submitted,
S. Brown