APPROVED

CASA ACADEMY

Minutes

Marketing Committee

Date and Time
Tuesday February 9, 2021 at 12:00 PM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/84384733849?pwd=elNDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09
Meeting ID: 843 8473 3849
Passcode: 023983
One tap mobile
+16699006833,,84384733849# US (San Jose)
+12532158782,,84384733849# US (Tacoma)
Dial by your location
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington D.C)
+1 312 626 6799 US (Chicago)
Meeting ID: 843 8473 3849
Find your local number: https://us02web.zoom.us/u/kBkRSXKYd

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

None

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 Feb 9, 2021 at 12:32 PM.

C. Approve Minutes

M. Tucker made a motion to approve the minutes from Marketing Committee Meeting on 01-12-21.
K. Holmes seconded the motion.
The committee **VOTED** to approve the motion.

Roll Call	
T. Clayton Cundy	Aye
M. Tucker	Aye
K. Holmes	Aye
D. Brown	Absent
S. Brown	Aye

II. Fundraising/Marketing

A. Social Media Metrics - Monthly Recap

- Discussed Facebook performance month over month.
- Facebook following grew
- Instagram has 100 followers
- Discussed social media wins from advertising

B. Adopt-A-Scholar

III. Establish action items for next meeting

A. Discuss Action Items

Compare budget month over month with regard to Spanish/English distribution. - Jesus

Templates for the sponsor-a-scholar program. Sharing and emailing. - Jesus/Tacey

Next meeting - Leave time to dig into progress of campaign

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 12:30 PM.

Respectfully Submitted,
S. Brown