APPROVED

CASA ACADEMY

Minutes

Marketing Committee

Date and Time
Wednesday May 12, 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 DC)
+1 312 626 6799 US (Chicago)
Meeting ID: 843 8473 3849
Find your local number: https://us02web.zoom.us/u/kdq1E3uPx9

CASA Academy Board and committee meetings will take place via conference call, Zoom, or in person. 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 main office of CASA Academy (8123 N 35th Ave. Suite B-2 Phoenix, AZ 85051) which is open from 8:00 a.m. to 4:30 p.m., Monday-Friday.

Committee Members Present
K. Holmes (remote), M. Tucker (remote), S. Brown (remote), T. Clayton Cundy (remote)

Committee Members Absent
D. Brown

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 Wednesday May 12, 2021 at 12:06 PM.

C. Approve Minutes

M. Tucker made a motion to approve the minutes from Marketing Committee on 04-14-21.
T. Clayton Cundy seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

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

II. Fundraising/Marketing

A. Social Media Metrics - Monthly Recap

Jesus shared the social media metrics for the month of April.

- Discussed engagement month over month
- Discussed reach month over month
- Discussed followers month over month

B. Annual Event Discussion

- Discussed date. Friday 2.25.2022. Early enough and far apart from other events.
- Discussed 2 options at one location. Conference center, Outdoor top floor patio.
- Discussed Logo and Theme and network for pricing.
- Discussed scheduling a walkthrough

III. Establish action items for next meeting

A. Discuss Action Items

- Jesus, Steve, Cody to see outlets for logo creation. Bring to next meeting.
- Tacey Mark schedule walkthrough of event.

IV. Closing Items

A. Adjourn Meeting

M. Tucker made a motion to adjourn the meeting.
K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:44 PM.

Respectfully Submitted,
S. Brown