

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=eINDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09>

Meeting ID: 843 8473 3849

Passcode: 023983

One tap mobile

+16699006833,,84384733849# US (San Jose)

+12532158782,,84384733849# US (Tacoma)

Dial by your location

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+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

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

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

M. Tucker Aye

T. Clayton Cundy Aye

S. Brown 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