

APPROVED

# CASA ACADEMY

## Minutes

### Fundraising/Marketing

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#### Date and Time

Wednesday November 17, 2021 at 12:30 PM

#### Location

Join Zoom Meeting

<https://us02web.zoom.us/j/83013518219?pwd=MDJ1cTF0My9aUEZlWUk43bVlVnNkZQQT09>

Meeting ID: 830 1351 8219

Passcode: D0BJ2C

One tap mobile

+13462487799,,83013518219#,,,,\*452830# US (Houston)

+16699006833,,83013518219#,,,,\*452830# US (San Jose)

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

Meeting ID: 830 1351 8219

Passcode: 452830

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

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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.

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#### Committee Members Present

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

**Committee Members Absent**

*None*

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**I. Opening Items**

**A. Record Attendance**

**B. Call the Meeting to Order**

M. Tucker called a meeting of the Fundraising/Marketing Committee of CASA ACADEMY to order on Wednesday Nov 17, 2021 at 1:05 PM.

**C. Mark Tucker called the meeting to order**

**D. Approve Minutes**

S. Brown made a motion to approve the minutes from October 20th Fundraising/Marketing on 10-20-21.

K. Holmes seconded the motion.

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

**Roll Call**

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

**II. Fundraising/Marketing**

**A. Vistaprint Mailers Review**

Jesus reviewed the costs and estimates for the visaprint mailers. There will be 1000 per month and will target up to 5 miles near the school.

**B. Google Ads/Pricing Updates**

Jesus discussed the meeting with Google on marketing the school. There was a determination that we would use it for April and May with minimal commitment.

**C. Discuss updates on CRM System**

Kody reviewed his research on CRM companies and recommends that we use Copper CRM. Tacey will follow up with the licensing discussions directly with Copper.

#### D. Annual Event Discussion

The annual event is scheduled for 4/8. Jesus and Lilli are putting together donor packets and will bring 40 of them to next board meeting.

#### E. Strategic Planning

Mark discussed the follow up with on the brainstorming during the strategic planning meetings. The CRM process is moving in a positive direction. We will need to discuss marketing to attract new teachers and staff and our opportunities moving forward on the new two calls.

### III. Establish action items for next meeting

#### A. Discuss Action Items

Jesus - continue to work on the rollout of the marketing postcards.

Tacey - Will work with establishing the license for our marketing/CRM database.

Jesus - Will provide the marketing packets (40) for the next board meeting.

### 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 1:20 PM.

Respectfully Submitted,

M. Tucker

S. Brown made a motion to adjourn the meeting.

D. Brown seconded the motion.

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

#### Roll Call

K. Holmes        Aye

D. Brown        Aye

S. Brown        Aye

T. Clayton Cundy Aye

M. Tucker       Aye