APPROVED

CASA ACADEMY

Minutes

Fundraising/Marketing

Date and Time
Wednesday November 17, 2021 at 12:30 PM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/83013518219?pwd=MDJ1cTF0My9aUEZWUk43bVIvNkZQQT09

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

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

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

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

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

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