APPROVED

CASA ACADEMY

Minutes

Fundraising/Marketing

Date and Time
Thursday January 20, 2022 at 3:30 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 (8047 N. 35th Avenue Phoenix, Arizona 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), T. Clayton Cundy (remote)

Committee Members Absent
S. Brown

Committee Members who arrived after the meeting opened
D. Brown

Guests Present
jesus

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 Thursday Jan 20, 2022 at 3:34 PM.

C. Approve Minutes

T. Clayton Cundy made a motion to approve the minutes from Fundraising/Marketing on 12-15-21.
K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

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

II. Fundraising/Marketing

A. Vistaprint Mailers Review

Jesus updated mailers -- 1000 ---- six responders,
spring mailers of 1000 week of march 26.
Jesus will look at adding a mailing in Feb

B. Discuss updates on CRM System

Vendor will work directly with Tacey to get the application reviewed and approved.

C.

Annual Event Discussion

Key List of items for the Annual Event
Food - CASA will follow up with vendors - Lily?
Kody - will bring PA
Tables - Event rents
Lighting -
Staging -
Musicians
CRM -- Ipads need to be used to collect donor information
Wine pull? -- Potential sources.
two projectors in Community room
Create the video using prior video + new videos of the building. Old and new CASA.
Art work -- Core values, school, small items. Themed items....home, core values or future positions

D. Brown arrived at 3:57 PM.

D. On Campus recruiting dates and schedule for new teacher candidates

Lily is working with ASU and GCU to find opportunities on recruitment avenues.

Feburary 22nd and 23rd - ASU
GCU is not having onsite
Both have educational depts.

III. Establish action items for next meeting

A. Discuss Action Items

Jesus will run a new mailer in February
Jesus will follow up with Lily about ASU and GCU
Tacey and Jesus will be working on the video
Tacey will send a email to board members for specific needs,....ie lighting, video production, wine sources and other opportunities
Mark will review the specific list of need to be followed up by the board members.
Tacey will reach out to vendor with CRM in the next week dependent on availability.

IV. Closing Items

A. Adjourn Meeting

T. Clayton Cundy made a motion to adjourn the meeting.

K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 4:30 PM.

Respectfully Submitted,
M. Tucker