

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=MDJ1cTF0My9aUEZWUk43bVlvNkZQQT09>

Meeting ID: 830 1351 8219

Passcode: D0BJ2C

One tap mobile

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

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Dial by your location

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+1 669 900 6833 US (San Jose)

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+1 301 715 8592 US (Washington DC)

Meeting ID: 830 1351 8219

Passcode: 452830

Find your local number: <https://us02web.zoom.us/j/83013518219>

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

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

February 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

K. Holmes Aye

D. Brown Aye

S. Brown Absent

M. Tucker 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