APPROVED

CASA ACADEMY

Minutes

Fundraising/Marketing

Date and Time
Wednesday April 20, 2022 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)
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- +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, online meeting platform, 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
K. Holmes (remote), M. Tucker (remote), T. Clayton Cundy (remote)

Committee Members Absent
D. Brown

Guests Present
Jesus Picon (remote)

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 Apr 20, 2022 at 12:32 PM.

C. Approve Minutes

K. Holmes made a motion to approve the minutes from Fundraising/Marketing on 02-16-22.
T. Clayton Cundy seconded the motion.
The committee **VOTED** unanimously to approve the motion.

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

II. Fundraising/Marketing

A. Discuss updates on CRM System

Mr. Picon shared an update on using the new CRM system. Mr. Holmes will look into databases that could assist beyond CRM and follow up at next meeting.

B. Annual Event Discussion Hits/Misses in Marketing

The committee discussed the annual event including items that went well and items that could be improved.

C. Discussion of Postcard Mania campaign

Mr. Picon reviewed the progress of the Postcard Mania campaign. The committee asked questions and discussed Postcard Mania.

III. Establish action items for next meeting

A. Discuss Action Items

Review the sponsorship levels for the annual event in 2023 at our next meeting.
Review Postcard Mania data updates at our next meeting.

IV. Closing Items

A. Adjourn Meeting

K. Holmes made a motion to adjourn the meeting.
T. Clayton Cundy seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 1:14 PM.

Respectfully Submitted,
T. Clayton Cundy