



Parker Performing Arts School

Marketing Committee

Meet & Greet / Alignment Meeting

Published on October 13, 2022 at 3:34 PM MDT

Date and Time

Thursday October 13, 2022 at 6:00 PM MDT

Location

Our first few meetings thru Q4 will likely be held virtually. We can decide how we would like to converge in the future.

Agenda

	Purpose	Presenter	Time
I. Opening Items			6:00 PM
A. Record Attendance		Cassidy Walker (E, #1)	1 m
B. Call the Meeting to Order		Cassidy Walker (E, #1)	
C. Vision & Mission		Cassidy Walker (E, #1)	1 m

Parker Performing Arts School Vision

As the performing arts school of choice, we foster confidence, celebrate diversity, and emphasize academic excellence.

Parker Performing Arts School Mission

Parker Performing Arts School equips students to become independent creative thinkers, critical problem solvers, and successful collaborators. In our safe learning environment, students engage in rich and innovative instruction in academics and the performing arts in preparation for their roles as citizens of a diverse and increasingly globalized community.

II. Marketing Committee Get To Know You

6:02 PM

	Purpose	Presenter	Time
Ice Breaker Activity - Updates from Maddie on internal events / opportunities happening in Q4.			
A. Maddie Richardson - Marketing, Social Media & Volunteer Opportunities	Discuss	Maddie Richardson	15 m
B. Yard Signs and Car Stickers		Cassidy Walker (E, #1)	5 m

Do we want to do this again before the Holidays? People decorating their houses and yards might be a fun way to incorporate some branding opportunities. Halloween Porch Parade - Can we get more signs on time if needed? Who helped with this last year?

C. Marketing Opportunities Brainstorming Session	Discuss	Cassidy Walker (E, #1)	45 m
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- Targeting Pre-Schools & Daycares
- Miscellaneous Community Events
- Parker Hometown Christmas Parade/Southlands Parade - Ashley? - Thoughts on using the same float/ costumes etc. and do both?
- Care Baskets w/ PPA swag and snacks etc. at Dance studios & performing arts centers in surrounding Parker communities. Stickers with QR codes on snacks & business cards.
- Keeping tabs on Community Events - Who would like to own this?
- Running Club - Turkey Trott
- Recruiting Parent Volunteers - Lunch Duty / Drive Line
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Find something good to get us publicity, either with News, CPR, Newspaper or otherwise

III. Other Business 7:07 PM

A. Meeting Frequency & Time	Discuss	Cassidy Walker (E, #1)	5 m
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Let's figure out how frequently we are needing to meet and well as what day of the week and time works best for all.

IV. Closing Items 7:12 PM

A. Next Meeting Time	Vote	Cassidy Walker (E, #1)	5 m
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Next meeting: 6:00 pm
November 10th, 2022

B. Adjourn Meeting	Vote		
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