

APPROVED



Edison School of the Arts

Minutes

Advancement Committee Meeting

Date and Time

Tuesday February 19, 2019 at 3:45 PM

Edison School of the Arts Mission is to continue to be an educational and artful resource for all students, parents, community, and staff members by consistent and focused professional development, invitational practices by all, utilizing quarterly and annual reviews. We will continue to develop our educational and arts aesthetic by expanding our arts experiences, exposure, and partnerships

Edison School of the Arts Vision is to provide an environment that promotes high academic and creative achievement through implementation of visual and performing arts course programming. We encourage students to become responsible citizens who are culturally diverse. We develop lifelong learners, appreciators, and consumers of the arts.

Committee Members Present

K. Feeney-Caito, P. Guthrie

Committee Members Absent

E. Disney-Britton

Guests Present

C. Jones, H. Leck

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

K. Feeney-Caito called a meeting of the Advancement Committee of Edison School of the Arts to order on Tuesday Feb 19, 2019 at 3:56 PM.

II. Advancement

A. Arts for Learning, Third Space

Third Space Installation Project

- P. Guthrie discussed the Third Space partnership with Arts for Learning.
- Local artists create original works of art to be installed in schools throughout the city of Indianapolis.
- P. Guthrie will request the installation project for fall 2019.

Marketing

- K. Feeney-Caito discussed marketing opportunities to promote the project.
- There will be a final reveal and presentation to the public at the end of the project.
 - P. Guthrie would like to invite the media and political figures to the event.

B. Fundraising Ideas- Big Ideas

Holiday Assistance Program

- P. Guthrie discussed having a Christmas in July themed fundraiser for the Holiday Assistance Program. Edison will begin accepting donations from the public in summer 2019.

Bingo Night

- P. Guthrie discussed that this fundraiser will appeal to potential donors and Edison families.
- Location
 - P. Guthrie and K. Feeney-Caito discussed having the fundraiser at a separate location that allows the serving of alcohol.
 - Knights of Columbus
 - Cathedral High School
- Admission
 - The committee discussed fundraiser admissions to be \$20 a ticket.
- Event Date
 - The fundraiser will be scheduled in October 2019.
- Entertainment

- P. Guthrie suggested that a local band perform at the fundraiser.
- Edison students will perform throughout the night to highlight arts integration.
- Beverages
 - P. Guthrie discussed a percentage of the bar revenue to be donated to Edison.
- Event Committee
 - K. Feeney- Caito will contact potential event committee members to assist with planning of the fundraiser.
- Celebrity Caller
 - Several celebrity bingo callers to make appearances throughout the night.
- Activities
 - Along with bingo there will be door prizes, a silent auction and end of the night jackpot giveaway.

C. Grant Ideas- big Corp

P. Guthrie discussed that she submitted grant applications to a number of organizations including Eli Lilly and Company.

D. Enrollment Ads-Radio, TV

Enrollment

- P. Guthrie discussed the current enrollment of 562 students.
- Edison's goal is to have 15 second grade students so that the school may add an additional second grade classroom for the 2019-2020 school year.
- Families received their Enroll Indy lottery notifications which identified Edison as their school match.
- Focus has been on kindergartner student recruitment.

Open Enrollment Marketing

- K. Feeney-Caito suggested having a radio segments on WFYI and Fox 59 to promote student recruitment.
- H. Leck discussed students having jazz band performance and interviews on Indy Style.
- P. Guthrie will provide K. Feeney-Caito with open enrollment promotional materials.

E. Black History Celebration

Black History Month Celebration

- Edison's Black History Month program will be on February 28th at 9 am and 1 pm in the cafeteria.

III. 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 4:33 PM.

Respectfully Submitted,

K. Feeney-Caito

K. Feeney-Caito made a motion to adjourn the meeting.

P. Guthrie seconded the motion.

The committee **VOTED** to approve the motion.