

APPROVED



MCCPS Board of Trustees

Minutes

Development & Communications Committee Monthly Meeting

Date and Time

Friday February 26, 2021 at 10:00 AM

Location

Remote via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/81923176849?pwd=bjc3Q3ExWEhWcUI2c01hcjFia1BkQT09>

Meeting ID: 819 2317 6849

Passcode: 5407

Committee Members Present

Amy Leveroni (remote), Beth Taranto (remote), Connie DeBoever (remote), Ellen Lodgen (remote), Ian Hunt (remote), Jessica Gelb (remote), Katherine Koch (remote), Paul Baker (remote), Susan Hauck (remote), Xhazzie Kindle (remote)

Committee Members Absent

Jeff Barry

Guests Present

Jen Goldberg (remote), Matt Colturi (remote)

I. Opening Items

A. Call the Meeting to Order

Paul Baker called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Friday Feb 26, 2021 at 10:00 AM.

B. Record Attendance and Guests

C. Approve remote attendance

II. Development Committee

A. Head of School Update

Dr. Cohen provided a brief update of enrollment projection and details of the lottery held earlier in the week as well as a short synopsis of Exhibition week.

B. Marketing Playbook

C. Lottery/Enrollment/Postcard/Retention update

See A above.

D. Navigator Night & Online Auction Planning Overview

Please see B above.

E. PTO & Parent Ambassador Update

Connie DeBoever provided details on upcoming "Takeout Tuesday" events as well as the plans to implement some kind of fundraiser involving the students as a replacement of the very popular "Penny Wars"

F. MCEF Update

Ellen Lodgen had to leave the meeting before the update.

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 10:59 AM.

Respectfully Submitted,
Paul Baker