

APPROVED



## MCCPS Board of Trustees

### Minutes

#### Development & Communications Committee Monthly Meeting

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**Date and Time**

Friday February 26, 2021 at 10:00 AM

**Location**

Remote via Zoom

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Join Zoom Meeting

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

Meeting ID: 819 2317 6849

Passcode: 5407

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**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)

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## **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