



**Marketing and Community Outreach**

***Meeting Minutes***

Meeting Date: December 3, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded by: Jody Wolf

| Attendee           | Title                        | Organization | Present     |
|--------------------|------------------------------|--------------|-------------|
| Julia Porterfield  | Chair                        | MCO          | Present     |
| Janell Swan        | Vice Chair                   | MCO          | Present     |
| Rebecca Griggs     | Secretary                    | MCO          | Not present |
| Susie McCoy        | Policy Officer               | MCO          | Present     |
| Nathan Bobbin      | Communications Officer       | MCO          | Not present |
| Lynsey Humphries   | Community Outreach Officer   | MCO          | Not present |
| Heather Smith      | Socials Representative       | MCO          | Present     |
| Shannon Hinrichsen | Preschool Representative     | MCO          | Present     |
| Tom Devlin         | Marketing Representative K-2 | MCO          | Not present |
| Jody Wolf          | Marketing Representative 3-5 | MCO          | Present     |
| Kathleen McKinnon  | Middle School Representative | MCO          | Not present |
| Solie Swan         | Member at Large              | MCO          | Not present |
| Becky Mullen       | BFA Board Liaison            | BFA Board    | Present     |
| Dave Fisher        | Ben's Brigade                | Visitor      | Present     |

**MEETING LOCATION:** BFA Library

#### **MEETING START**

Meeting Schedule Start: 6:30

Meeting Actual Start: 6:35 Meeting called to order by Janell

Meeting Scribe: Jody Wolf

#### **AGENDA**

##### **1. APPROVE/AMMEND AGENDA & MINUTES**

Move to approve minutes from November 2013.

Motioned by Julia, seconded by Janelle, motion passes.

##### **2. TREASURER'S REPORT**

Treasurer report provided by Janelle. At a meeting with Brenda, concern was expressed about cash donations (mainly for Veteran's Day event). Direction was provided to be very accountable with who donated, tax receipts etc.

Suggestions provided:

- Use PayPal next time
- Consult Brenda in advance of next activity
- Potentially funnel it into PTO
- Have Honor Flight collect donations with us

Paperwork should be posted on Google docs for reimbursements. Original receipts must be provided to Brenda. We are currently over budget. We would like to get money approved for preschool marketing.

##### **3. MARKETING REPORT**

We are a member of the Chamber of Commerce so we can collaborate with other schools and businesses. Questions posed regarding our desire to host a Chamber meeting/event with 200+ members and whether or not we want to

promote the middle school. Suggestion of having the Chamber come to the expo in February or March and also try and get them to come to the Bash. Various questions contemplated:

1. What is our goal in uniting with the Chamber?
2. What does BFA want to ask the Chamber for?
3. Can we collaborate with PTO if it is for the purpose of fundraising?
4. Does STEM want to be involved?

Becky suggests she, Julia, PTO president, Dawn, Bob and Paige meet together to define further.

## 6. COMMUNITY OUTREACH UPDATES

Enough toys were collected for the Children's Hospital holiday event to fill Lynsey's minivan. Scheduled delivery of supplies is on December 7th at 10 AM. Families are welcome if they wear their formal uniforms. Pictures of all the families will be taken at 9:45.

There was a discussion regarding creating an offsite account for making copies (due to difficulties making copies). Office Max was suggested.

Middle school essay winner will receive a gift card. Suggestions for prize for winning classroom included a trophy (that we used last year) and pizza party, or donuts. Based on our budget constraints, donuts will be provided. We will send information on the contest to room parents, Thursday folders, Newsletter and website.

We changed name from PAC to Community Outreach because we want to be clear on our purpose. Flying B Park was a wonderful turnout and families met together and worked in the community. Julia would like to have more service projects reaching out in the community. She would like to have the parent reps form a sub-committee to come up with a community service program/event by our next meeting in January for February or March. Jody suggested we do a shoe drive for children in Africa and meet all together on the weekend to sort the shoes. Jody will head up the sub-committee.

## 5. PARENT REPRESENTATIVE REPORTS

**Preschool:** Shannon and Kristen tossed around visiting a retirement home. They wanted to use the Primrose bus to transport the group. Kristen only liked the idea of advertising in Colorado Parent. Preschool is having a winter party tentatively January 11<sup>th</sup> with a DJ and pizza.

**K-2:** Representative not present.

**3-5:** Jody sent out an email to all parent reps and included the yo-yo story for an example of what we are looking for. She also perused the websites of the teachers 3-5. She suggested we send a flyer home asking for stories and community service ideas. Julia suggested the parent reps go to the teacher meetings. Several people suggested we promote our "fabulous" music teacher. Julia, Janelle and Jody will meet with Dianne to get clear on our MCO purpose.

**Middle School:** Representative not present. Activities reported by Janelle included breakfast with Santa sponsored by the 8th grade DC fundraising committee. They are solidifying a trip for 7th grade to Keystone Science Center. Student council elections are on Friday. Geography Bee coming up on Friday, December 13<sup>th</sup>. National Junior Honor Society will be running games at the Highlands Ranch Mansion.

## 6. SOCIALS UPDATE

One new family from preschool came to our social. Not many people showed up. Heather and Jody represented the MCO. Susie said that most nightly socials are not well attended. Janelle mentioned an end of month social is hard to attend because of school projects due. Next social will be K-2 in January and February will be 3-5. March will be an evening social and April is middle school. Suggestions for evening social to be held at restaurant with RSVP to MCO.

#### **7. BEN'S BRIGADE UPDATE**

Football social attended by 14 people. Surveys came back and from them, cycling was a big interest. Men are not receiving emails regarding Ben's Brigade. The next event will be a community service "dad's fix up day." Dave will peruse the calendar to approve a date. Heather suggested we combine the date with the community service project. Beer, Brats and Bob at the Grist Brewery activity like "women and wine" is another activity they would like to do. Another activity they want to do is a cycling event. Dave is working on a "Survey Monkey" to complete surveys for all BFA dads. He wants to target the areas dads would want to serve in. Can Dave reach out to other schools to create larger events. Julia wants to bring Ben's Brigade back to affiliate with the Watch Dogs program.

#### **4. POLICY UPDATE**

Policy log discussed. All policy log items are to remain confidential.

#### **8. MEETING END**

The meeting was scheduled to end at 8:30 PM.

The meeting actually ended at 9:02 PM – called to end by Janelle.