



**Marketing and Community Outreach**

***Meeting Minutes***

Meeting Date: April 1, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded by: Rebecca Griggs

Attendee	Title	Organization	Present
Julia Porterfield	Chair	MCO	
Janell Swan	Vice Chair	MCO	Present
Rebecca Griggs	Secretary	MCO	Present
Susie McCoy	Policy Officer	MCO	Present
Nathan Bobbin	Communications Officer	MCO	Present
Lynsey Humphries	Community Outreach Officer	MCO	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	Present
Solie Swan	Member at Large	MCO	Not Present
Becky Mullen	BFA Board Liaison	BFA Board	
Dave Fisher	Ben's Brigade	MCO	Not Present

**MEETING LOCATION:** BFA Library

**MEETING START**

Meeting Schedule Start: 6:30 PM

Meeting Actual Start: 6:36 PM Meeting called to order by Janell

Meeting Scribe: Rebecca Griggs

**Agenda and Minutes**

- Motion to amend agenda to wait until Brenda arrives to cover Committee Purchases by Janell; motion seconded by Susie, motion passes
- Motion to approve meeting minutes from March 4 and March 18 by Janell; motion seconded by Lynsey

**Policy Update**

- Policy log reviewed by Susie
- Request for any ideas for newsletter to be sent to her (for Policy Corner)

**Treasurer's Report**

- No receipts necessary for Old Blinking Light social (donated)
- For Earth Day bags, we are purchasing stickers from the PTO at cost; Heather will follow-up on this outstanding expense
- Discussion regarding preschool and budgeting

**Parent Representative Reports**

- 3<sup>rd</sup> – 5<sup>th</sup> grade update from Jody
  - Science Fair – 3<sup>rd</sup> – 5<sup>th</sup> grades on 15<sup>th</sup> and 16<sup>th</sup> of this month
  - 4<sup>th</sup> Grade – Revolutionary War on 17<sup>th</sup> and 29<sup>th</sup> – re-enactment
  - Janell to send pictures to Jody from re-enactment
  - 5<sup>th</sup> grade – Natural history museum trip to study Maya, same night is pirates performance musical

- Middle school update from Kathleen
  - 7<sup>th</sup> grade going to Keystone Science center at the end of April (23<sup>rd</sup> – 25<sup>th</sup>)
  - 8<sup>th</sup> grade field trip to Washington the week of May 5<sup>th</sup>
  - Talent show auditions are 4/29 and 5/1
- Pre-school update from Shannon
  - Pre-school graduation next month
- Kindergarten Baby Beluga musical happened the week before Spring Break

### Community Outreach

- Food drive during first week of May (5<sup>th</sup> – 9<sup>th</sup>), potential to request help from Study Hall or National Honor Society (although they may not need the hours); food storage discussed, details to be ironed out over the next week
- Yearbook Ice Cream Social on May 7<sup>th</sup> – discussion regarding potentially moving to a later date to make sure yearbooks are in and potential – contracted with Theroux Orthodontics for sponsorship
- Week of May 12<sup>th</sup> is Teacher Appreciation Dinner – generally hosted at a park and done potluck style, potentially at Flying B park again; before landing on date it was advised to check dates for various dates included with BENefit Bash auction items

### Marketing Update

- STEM even happened right after last meeting, seemed to go well ... approximately 8 in attendance; discussion regarding sending the speaker a note of thanks
- Considering potential press regarding re-enactments
- Discussion regarding social media for school trips to be done after the fact; athletic events done in advance
- Be conscious of letting Nathan know whether or not pictures are approved for posting
- Consider sending a “social media” note of official thanks to the Yaccino family for hosting the Old Blinking Light BFF Social; Becky to also add a picture on the rotating page main page
- Science Fair pictures will be posted soon
- Where’s Ben Campaign – notifications not being sent to Nathan; will check to see how to access the site to see how many pictures were submitted
- Teacher Features – waiting on pictures to be re-oriented
- “Grit” Marketing Campaign – Angela Lee Duckworth Ted Talk about education; discussed some ideas about how to build on this idea and helping create awareness around the importance of perseverance; potential to run it similar to Where’s Ben campaigns where pictures and content are uploaded; potential to tie it to industry since this is April’s virtue; Becky to send details once she has them nailed down

### Committee Purchase Policies (Becky covered in Brenda’s absence)

- District pushing stronger rules on budgeting
- Brenda will do purchasing on our behalf to access discounts, etc.
- Advance notice will need to be provided for items needed (2 weeks in advance)
- To begin immediately, if possible ... next year for sure

### Ben’s Brigade

- Fundraiser date has been moved (Beer, Bratwurst and Bob)
- Next Ben’s Brigade will be around Final Four at Lansdowne (Nathan will promote via FB)
- Stay Curious event – for early June – being planned (Car Show)

**Watch D.O.G.S.**

- Guest (Rex) joined for discussion
- Looking for 10 total dads (full day commitment) to be on the “Top Dog” team, hundreds of dads have been spoken to – zero have been identified
- Dave talked to representative from Watch D.O.G.S. today and they said we’re not a good candidate because we have good male representation (Ben’s Brigade, volunteer hours, etc.)
- Recommendation to not participate in Watch D.O.G.S., but rather continue to use Ben’s Brigade to promote male involvement at school for various activities vs. just those promoted via Watch D.O.G.S.
- Information/recommendation to be taken back to Bob to let him know update (Becky will talk to Julia after Dave sends a couple of bullets)
- Potential to vote on it next month as bylaws mention oversight of Watch D.O.G.S program

**2014/2015 MCO Calendar**

- Proposed calendar reviewed with Shelly Dana
- Final calendar needs to be provided by the Fundraising Committee
- Changes that were made were discussed; lengthy discussion about partnering with Green Team on Earth Day
- We will offer to other teams (like Green Team and STEM) to partner with us on some events if they provide advance notice to us of this intent

**May BFF Social/Seminar**

- Bags that were decorated from Community Service day to be delivered to them the day before Earth Day; Heather will prepare a blurb for the newsletter and provide information for a FB post
- Great turnout at Old Blinking Light – great idea for evening socials
- Next social/seminar: Potentially on the topic of how to keep kids engaged over the summer – (Diana and/or Jason to speak) – open to parent and teacher communities for ideas and potentially compile those ideas to post on the website

**Election Update**

- Elections pushed to May meeting, interest forms due by 4/30
- If any existing members are interested, please let us know; if you know of others interested, please let us know

Meeting called to close at 8:43 PM by Janell.