



Marketing and Community Outreach

Meeting Minutes

Meeting Date: November 5, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded by: Rebecca Griggs, Secretary

Attendee	Title	Organization	Present
Julia Porterfield	Chair	MCO	Present
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	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	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 Julia Porterfield, Chair

Meeting Scribe: Rebecca Griggs, Secretary

AGENDA

1. APPROVE/AMMEND AGENDA & MINUTES

Move to approve minutes from October 2013.

Motioned by Susie, seconded by Julia, motion passes.

Move to approve agenda for November meeting.

Motioned by Janell, seconded by Julia, motion passes.

2. POLICY UPDATE

Policy log discussed.

Policy Q&A session had 11 in attendance, mostly positive. Some comments about website consistency, deadline for updates, option for emails to be sent automatically when updates to web-pages were done.

Any feedback, please let Susie know and she will add to the log. All policy log items are to remain confidential.

3. TREASURER'S REPORT

Janell will be meeting with Brenda soon to make sure that appropriate policies are followed and that funds are used correctly. More comprehensive report expected next month. Nothing turned in this month to Brenda.

4. MARKETING REPORT

Online trend information provided by Nathan. Facebook "likes" improving but flattening out at around 500.

"Where's Ben Campaign" produced 4 of top 10 most viewed were Where's Ben posts.

Upcoming marketing efforts will focus on Ben's Brigade, press releases for Weather Bug, Ben Goes Pink, 5-A-Day and potentially the yo-yo group started by BFA student "staying curious."

General order of release should be newsletter first, followed by website, then Facebook.

Adventure Ed (middle school event) may have produced some interesting pictures that could be used for marketing efforts. Green School Summit taking is taking place this Friday at DU. Becky will attend to promote BFA efforts.

5. PARENT REPRESENTATIVE REPORTS

Preschool: No formal marketing efforts underway. Preschool enrollment open to BFA families the beginning of December. Marketing ideas: local newsletters/papers (i.e. Macaroni Kids), consider putting up a table at events in target communities, MOPS groups, farmers markets (free), flyers at rec centers, Mothers of Multiples flyers, Chamber, Timbuktoys. Promote on better chance of being drawn for charter school. Shannon to send newsletter announcement to Kristen and Julia next week.

K-2: Multiple Thanksgiving Feasts happening. Cafeteria doing a purchase event for Thanksgiving lunch. Fire safety week this week – contact Mrs. Murray.

3-5: Medieval musical next Tuesday at 7:00 PM. Science labs (and science in general) could potentially be marketable. Would be good to promote yo-yo activities on the website, newsletter or Facebook account. Would be helpful for teachers to do more than a week ahead glance to allow for appropriate marketing and get better attendance.

Middle School: National Jr Honor society at Denver Rescue Mission (serving dinner), Middle School Science Fair is happening in January (will begin marketing in December). First edition of newspaper (Ben Franklin Post) went out, would be good to have it on Facebook for promotion. Music concert next week (6th – 8th grades). Various choir items for potential marketing (Kathleen will send the list to Julia). Kathleen to reach out to science teacher to see if there are other interesting stories/videos.

6. COMMUNITY OUTREACH UPDATES

Veteran's Day lining up well with program, speaker and volunteers. Boy Scouts and Girl Scouts are doing flag ceremony, assisting at doors and with seating. Honor Flight donations started today collecting \$220 so far (goal of \$850 – cost to send one person).

Additional ideas presented: (1) optional collection at the Veteran's Day event/reception, and (2) a collection bucket at the Ben's Brigade event. Both ideas approved. Shannon to talk to Shannon Olsen about pre-school involvement in collection activities. Janell to inform Brenda with above ideas.

Tom will send an email to Joe to make him aware of extra parking help needed for Veteran's Day (afternoon in particular).

Donuts with Dads is on Tuesday, November 19th at 7:00. Sign up Genius forthcoming. Gluten free donuts will be provided this year. Announcement to come in newsletter this week.

Holiday outreach with Children's Hospital is planned. Donations of new crafts, art supplies and books are requested. Deliveries likely will be made on Saturday, December 7th with collections tentatively happening the first week of December. Lynsey will talk to Cochran about essays from middle school students. Newsletter announcement to be provided to Julia by Lynsey. Julia to discuss at November Board meeting.

6. SOCIALS UPDATE

Next social scheduled for November 21st in the evening; Pinterest night scheduled for the same night by PTO. Suggestion has been made to PTO to combine events – waiting to hear back. For future events, times should be noted on the calendar.

7. BEN'S BRIGADE UPDATE

Second Ben's Brigade meeting was on November 4th. Committed to doing 3 events per year (social, volunteer, fundraising, community outreach in nature). First event this Sunday at Bar Louie in Southglenn to watch Broncos game.

Request for special email for "dads" to remind them of this effort and event. Request to add reminder to Thursday folders.

Next event to be a Saturday "work day" – need a certified electrician (suggestion made to post the need on Facebook).

Dave Fisher appointed as the chair of Ben's Brigade by Julia.

8. MEETING END

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

The meeting actually ended at 8:33 PM – called to end by Julia.