

Marketing and Community Outreach
Meeting Minutes July 24, 2013

Meeting called to Order by Julia Porterfield @6:03

Attendance:

Julia Porterfield
Nathan Bobbin
Susie McCoy
Heather Smith
Lynsey Humphries
Janell Swan
Maren Elliott
Becky Mullen
Shannon Hinrichsen
Jody Wolf
Brian Kuska

- I. Introductions-Each member presented to the committee at large and gave a brief history of involvement with the school, ages of children, and why they serve on MCO
 - a. One Guest in attendance-Brad Kuska has submitted his name for new position
- II. Infrastructure- It was decided by the board, marketing committee, and former PAC that there were not enough volunteers for marketing to be separated. Marketing and PAC have been combined to keep it simple. Committee will consist of 6 officers and 7 members. Focus will be on providing marketing of events around school and providing community outreach opportunities within and outside of BFA. Whenever possible, we will refer folks to website for questions. Currently, there are four members on the committee, we need 3 more members,
 - a. New positions will focus on providing marketable items: ex. in 1st grade,parents came to talk about their jobs, 3rd grade cow eyeball dissection
 - b. Marketing reps will provide information on things that can be a marketable item to the public and internally. Provide press releases 2-4 times a month- know who is allowed to be in pics
 - c. **Motion made by Susie to add 3 positions as specified: K-2, 3-5 and middle school marketing reps, Preschool Rep would encompass marketing as well, seconded by Julia, no opposition, motion carries**
- III. Financials-Nathan Bobbin
 - a. Nathan Bobbin gave a discussion on process for receiving funding and reimbursement for MCO activities.
 - b. Nathan will be submitting in mid-Aug for budget approval. Projected close to the same amount as last year (2012-2013) \$2600 plus movie night increase projections.
 - c. marketing budget will be separated. Examples of marketing expenses: videographer, contests, prizes,murals, etc. Marketing requested funding of \$5K last year. Will be close to same numbers and will add as necessary.

- d. Process: pre-event: request for funds, Post event: Check request with receipt, Nathan does not want to be copied, Brenda will get together with Nathan to reconcile. Send everything straight to Brenda for reimbursement but keep copies. Brenda needs originals. Request for funds to Nathan first. If you are going over budget, two month request and we have to vote as a board. Google drive for financials going out to everyone. (Marketing has spent \$100, contingency for notes)

IV. Socials-Lynsey Humphries

- A. Tues, 6-7:30 3-5 grades @ Redstone Park
- B. Aug 1 6-8 grades @ Civic Green at big Pavilion
- C. Aug 7 K-2 grades @ Civic Green at big pavilion
1. Budgeted for \$314 last year, shelters \$168, Water, lemonade, other pops, cups, name tags and leis and color star stickers, shouldn't need any more money
 2. Somehow need to inform teachers to come to the socials. Burgandy to put out to teachers K-5, Cochrane 6-8.
 3. Banners are being looked for. MCO members to volunteer via sign-up genius.
- D. BooHoo Yahoo First day of school-
1. On EOY survey, parents wanted a presentation based on feedback from last year. Not sure how this is feasible.
 2. Coded name tags at that event to help parents find other class parents. Send out instructions for where to meet, outside preschool doors. Send a constant contact email to KG families with invitation and instructions, Lynsey will make a flyer to have at K-2 social and at also at meet and greets.
 3. Use left over lemonade and water, coffee, inform baking committee ASAP stuff kisses in bags. Invite will go out a week before school starts. No additional funding needed at this time.
- E. Movie Night-Sept 6 @BFA
1. Rented screen from DC \$250
 2. MS doing fundraiser concessions starts at 6:00,
 3. Lynsey working on list for movie suggestions. Bob will have list by Aug sometime before his scheduled meeting with Julia so he can make selection.
 4. Movie will be on back field. Do we need parking assistance? Lynsey to follow up with Joe.

V. Preschool Social-Shannon Hinrichsen

1. Aug 10, Marcy Park 10:00 AM yogurt and fruit and water \$100 budget should be sufficient.
2. Adjust budget for end of year party to \$400

VI. BFF Socials-Heather Smith

1. To be held monthly
 - a. First semester: Sept reg social, Oct. policy Social, No social in Dec. due to too many conflicts and poor attendance. Mix up times mornings and evenings to hopefully accomodate more families.
 - b. Second Semester- grade specific AM Socials
 - c. Mostly mornings, one in fall and one in spring for PM socials.
 - d. Budget is for copies \$75

VII Mentoring-Janell Swan

- A. Working on initial email. Janell has sent one out to new families introducing herself and letting families know of the opportunity. Working on getting a more current list. list of dates, reminders, BFA website, facebook page etc. Need to remake business card for this year with current information.
- B. Janell will also be responsible for sending care cards for berevment, etc. 3 have been sent thus far.

VIII-Marketing-Nathan and Becky

- A. Ideas for marketing initiatives- At a Glance, Chamber of Commerce, student content and videos with prizes.
- B. Nathan working on possibly recruiting an intern from CU to help with marketing.
- C. Targeting marketing messaging, checking into when largest number of names go onto wait list to increase marketing push at peak times.

IX. MISC.

- A. PTO Mtgs-sign up genius coming out
- B. Sign up Genius for registration time slots- please try to sign up for two hours.
- C. Frequently asked questions-Susie will review on website to make sure they are still current and applicable. Due within next two weeks before meet and greets.
- D. Elections for open positions-Maren to contact candidates and send questionnaire, need to vote at Sept 3 meeting. Questionnaires to be returned to Maren then forward to committee to review. Candidates to attend Sept. 3 meeting to present.
- E. Lynsey to contact hospital to do a drive of some kind.
- F. Nathan-we need tools to be more organized. Google Drive, Teambox possibility. Nathan will head this for future use.

Meeting adjourned @8:07 PM.