



***MARKETING & COMMUNITY OUTREACH***

**MEETING MINUTES**

Meeting Date: September 3, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded By: Maren Elliott, Secretary

*Attendance*

<b>Name</b>	<b>Title</b>	<b>Organization</b>	<b>Present</b>
Julia Porterfield	Chair	MCO	In Person
Maren Elliott	Secretary	MCO	In Person
Lynsey Humphries	Community Outreach Officer	MCO	In Person
Janell Swan	Community Outreach Rep	MCO	In Person
Matt Krohl	Communications Officer	MCO	In Person
Heather Smith	Socials Representative	MCO	In Person
Susie McCoy	Policy Officer	MCO	In Person
Becky Mullen	Board Representative	BFA	In Person
Kathleen McKinnon	Middle School Representative	MCO	In Person
Jodi Wolf	3-5 Marketing Rep	MCO	In Person
Tom Devlin	K-2 Rep	MCO	In Person
Todd Singleton	Visitor	BFA Parent	In Person
Dave Fisher	Visitor	BFA Parent	In Person
Nathan Bobbin	Vice Chair/Treasurer	MCO	Phone In

**1 MEETING LOCATION**

This Meeting is held monthly on the first Tuesday of the month in the BFA Library. This is a regular meeting.

**2 MEETING START**

Meeting Schedule Start: 6:30

Meeting Actual Start: 6:35-Called to order by Julia Porterfield-Chair

Meeting Scribe: Maren Elliott-Secretary

**3 AGENDA**

- **Welcome**
  - Amend tonight's agenda to add brief discussion of job responsibilities and By-Laws of the committee. Motion by Julia, Seconded by Susie, motion passes.
  - Move to approve minutes from July 24-motion by Julia, second by Maren, motion passes.
  - Motion to approve Aug. 7 meeting minutes. Please correct spelling of names for Matt Krol and Lynsey Humphries. Motion to approve by Julia, second by Maren, motion passes.
  - Welcome to Kathleen, new Middle School Marketing Representative.
  - Thank you to Matt for all the work he has been doing with communications.
- **Election of Candidates for the K-2 and 3-5 Marketing Positions.**
  - Tom Devlin, Todd, Singleton, Jody Wolf.
  - Paper Ballot from officers present. Final vote elects Tom Devlin to K-2 position and Jody Wolf to 3-5 position.
- **Treasurer's Report-Nathan Bobbin**

- Figures have been submitted to Brenda Sepan. Per Board directive, Marketing and former PAC budgets to be combined to one. Working with Julia and Becky on Sept. 11 to finalize and add budgetary items such as Watch DOGS group.
- Processes:
  - \* Step 1: Request for Funds off Google Drive prior to spending money, preferably 2 weeks..
  - \* Step 2: Request a check. Will need to submit original receipt, save a copy for yourself. Email Nathan once you have submitted a check request.
  - \* Janell wanted to know if she would have trouble being reimbursed for the business cards. Maren turned an invoice to Julia to submit to Brenda to pay for the name badges.
- **Marketing Report- Matt Krol**
  - In August, there were three press Releases, Best of the Best Winners, the Expanded Bus Service and New Board of Directors, Paige Brock.
  - Matt shared the Back to School Night video and it was decided to show it at Movie night.
  - Social Media: Facebook and Twitter. Attached is the data sheet Matt shared. The goal is to increase the amount of posts. As a committee we should refer questions from the BFA community to the website then Facebook and twitter. Matt plans to keep both Facebook and Twitter close to the same. Aim is to have one post per day. Matt plans to institute a “likes” contest, maybe once a month.
  - Sport Programs: Plans to post on Facebook forum. Jody volunteered to send girls Volleyball and basketball results however with the MS implementing a media class, it was recommended that MS students provide that information. Matt will get in touch with Laura Goldin or whomever is going to head the Middle School Media class to see if they can report the data to him and he will post.
  - Possibly institute a traveling statue showcasing fun things BFA students do over the summer, breaks, etc. 15 Days of Ben Franklin Summer Vacation.
  - Student of the Month- Someone who has incorporated the 13 Virtues. Student will be nominated, voted upon, poster in the front hall, post on the website.
  - Teacher of the Week- Get to know all the teachers at the school.
  - Difference between internal and external promotion: Movie night is internal promotion. If you hear of something going on in the classroom, lab, grade level, Art, Science, etc. something he can post on FB, he will contact the teachers. If there is something cool going on that we can promote BFA to the news stations, newspapers, etc. that is external. Anything you hear of, forward to Matt.
  - We are posting a Weather station on the building. Data will go through Weather bug. Matt is going to try to get Mike Nelson from 7 News to come do a live weather cast from BFA. Promote Safety, 4th grade weather unit.

MS is going to have a news casting elective and will incorporate weather and a live news cast.

- New Marketing Reps and Matt to meet to delegate responsibilities and expectations.
- Matt is trying to get the Jumbotron at schools for the Pepsi Center from his company. Looks like it will be mid winter but is trying to get BFA the first slot.
- Other Marketing ideas from the MCO: more sports results posted, try to increase attendance at sporting events, DADs Group. Do a treasure hunt at the Harvest Festival. Maybe 5-6 items with BFA logo for people to find.
- Budgetary Items: Can we give something to kids? Julia is going to finalize the budget and then will discuss further.
- **Watch DOGS (Dads Of Great Students)- Dave Fisher and Julia Porterfield**
  - Dave contacted Julia about possibly creating a Watch DOGS group. This is a national organization used in many schools. Aim is to involve more Dads in the schools. Benefits: 1) Provide opportunities to volunteer that appeal to men. 2) Get a whole day commitment from men.
  - Possibly name it Ben's Brigade. Aim to have at least one rep per grade to help organize.
  - Julia moves to create a group for BFA male role models named Ben's Brigade, which will encompass DOGS and Community Outreach with committee leaders to be appointed by the MCO Chair. Motion seconded by Maren. Motion passes.
  - Budget: Request \$850. Initial sign up with national organization is \$350 plus \$500 for additional expenses throughout the year.
- **BFF Socials- Heather Smith**
  - Sept. 16-Coffee Talk-Aimed at whole school at Super Target Starbucks. Thursday folder blurbs to go out on Sept. 12. Teachers to post on websites, post on FB, put in Principal Barber's newsletters. Julia wants to redo the flyer. Copies can be made at school.
  - Book Club is on hold until after the next BOD meeting.
- **Social Report-Lynsey Humphries**
  - Movie night is Friday. Doors open at 6:30, movie to start at 7:45-8:00. Need men to help with set up at 6:00. Add to Bob's newsletter, Michelle to send out constant contact requesting volunteers to help set up.
  - Muffins for Mom-We need men to help serve so Moms can enjoy the morning with their kids. Tom to lead the efforts to find men to volunteer that morning.
  - Veterans-Separate meeting to be scheduled by Lynsey. Need approximately 4 volunteers to collect packages to ship overseas, powerpoint presentation, collect pictures and stories to post on the walls, and head flag sales. We are joining with Honor Flight to raise funds to send a Veteran to Washington DC. Flags will like the carpool lane, will need help getting them out. We will have Windcrest in attendance again. Hoping to get a military vehicle. Meeting will be sent out via sign up genius.

- **Community Outreach Report-Janell Swan and Maren Elliott**
  - Sent cards to sign for sending in the future.
  - Janell posted on the obituary page in behalf of MCO for the mom who passed away.
  - Janell has connected a few new families for mentoring. Answered a few questions.
- **Middle School Report- Kathleen McKinnon**
  - Met with Jason regarding weather station, school newspaper and other electives. Will get sports reporter/news cast information to Matt.
  - NJHS is new this year. There are 45 kids eligible. Kids will need volunteer hours for NJHS requirement. (10 total, 5 on your own, 5 as NJHS group)
  - Green Team: 36 kids, 2 times a week. Their job it is to monitor and collect recycling. On Nov. 8, team will attend Green School Summits Conference. BFA is presenting. Probably only 7 and 8 grade, 6th grade will be at Outdoor ED.
- **New Items:**
  - Before next month's meeting we need working bylaws.
  - Job Descriptions: These will need reworked for MCO from former PAC. New positions will be written by new committee members.
  - Member Expectations to be send out to each member by Julia. These need signed and returned to Julia.

#### 4 MEETING END

Meeting Schedule End: 8:30

Meeting Actual End: 9:15-Called to end by Julia.

#### 5 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
Gather names of Dads for DOGS group	Dave Fisher and Julia Porterfield	Next meeting, 10/1/13
Bylaws	Maren Elliott and Julia Porterfield	Next meeting, 10/1/13
Member Expectations	Julia Porterfield	Next meeting, 10/1/13
Job Descriptions	Members via email from Julia	Next meeting, 10/1/13

#### 6 DECISIONS MADE

- **Decision 1: Watch DOGS group to be established with MCO Chair electing committee members.**

#### 7 NEXT MEETING

Next Meeting: Ben Franklin Library, October 1, 2013 at 6:30 PM