



Marketing and Community Outreach

Meeting Minutes

Meeting Date: August 5, 2014

Meeting Location: BFA Library

Approval: Draft

Recorded by: Christina Akin

Attendee	Title	Organization	Present
Julia Porterfield	Chair	MCO	Present
Janell Swan	Vice Chair	MCO	Present
Amy Taylor	Policy Officer	MCO	Not Present
Nathan Bobbin	Social Media Representative	MCO	Present
Lynsey Humphries	Communications Officer	MCO	Present
Erin Salehiamin	Marketing Officer	MCO	Not Present
Heather Smith	Community Outreach Officer	MCO	Not Present
Dave Fisher		MCO	Present
Julie Roper	Community Service Representative	MCO	Present
Shannon Hinrichsen	Preschool Representative	MCO	Present
Jennifer Torres	Marketing Representative K-2	MCO	Present
Gabi Cerny	Marketing Representative 3-5	MCO	Not Present
Susie McCoy	Middle School Representative	MCO	Present
Becky Mullen	BFA Board Liaison	BFA Board	Not Present
Christina Akin	MCO Nominee	Guest	Present

MEETING LOCATION: BFA Library

MEETING START

Meeting Schedule Start: 6:00 PM

Meeting Actual Start: 6:03 PM Meeting called to order by Julia

Meeting Scribe: Rebecca Griggs

Agenda and Minutes

- Motion to approve agenda by Becky, seconded by Janell; motion passes

Position Updates and Potential Election

- Rebecca has resigned as secretary effective immediately due to scheduling difficulties. Christina Akin has expressed interest and filled out interest form.
- Officers to inform Julia if they approve Christina's nomination to secretary position.
- Watch dog representative position needs to be filled. Rex unsure if he will take position, but Ben Humphries has also expressed interest and will be meeting with Julia to get more information.

Treasurer Update

- Julia reworked budget to \$13,500. Janell made motion to approve budget, Julia seconded. Budget motion passes.
- Request for funds: Submit 3wks ahead of time using form emailed today to be given to Janell who will then forward to Brenda.

Community Outreach Events

- Back to school socials are as follows:

Middle School	8/7 @ Civic Green Park	5:00-7:00pm
Preschool	8/13 @ Marcy Park	6:00-7:00pm
Grades 3-5	8/14 @ Civic Green Park	5:00-7:00pm
Grades K-2	8/18 @ Civic Green Park	5:00-7:00pm

- We need volunteers for all socials.
- Boohoo Yahoo: We will be filling the cups Monday August 18th from 11-12:30 in the lower conference room. Okay to bring children.
- Goodies with Grandparents: Tentatively 9/5 to 9/8 – Initial plan was to have grandparents eat lunch with their grandchildren but many concerns and logistical questions were raised about how to create a successful event so the subcommittee will meet and discuss at a later date.
- Veteran's Day celebration Nov 11th: Possible plans include adopting a troop, a speaker is already lined up, students to sing the "National Anthem", the band can play "Taps", art class to make poppies, baking committee has agreed to provide refreshments, possibly have Honor Flight come and collect money.

Marketing Report

- Where's Ben is still alive and kicking, continue to promote. Photos are going up on school's Facebook page.
- Middle school web site launch 08/09 as part of building buzz for choosing electives – similar to BFA's site but will relate directly to what the middle school students are doing.
- Parent liaison and specials teacher assignments:
 - Gabi Torres – Jamie Johnson
 - Jen Torres – Brenda Bauer and Ali Hinkle
 - Susie McCoy – Beth Konensky and Laura golden
 - Shannon Hinrichson – Joan Gilmore

Ben's Brigade

- Work Day August 9th, so far 20 men are signed up. Planned repairs are projected to save the school \$6,650 which goes directly back into the school's budget.
- Car show 2 months ago was rained out.
- New meeting time is the 2nd Monday of the month at the Old Blinking Light.

Registration

- Please sign up to volunteer as much as possible for the 3 days of meet and greets and registration.
- Read up on the dress code – those are the most commonly asked questions.

Policy

- The policy log will be available at all events to log policy concerns that are brought to your attention.

September Social / Seminar Update

- September 16 seminar: Diana Simpson: The Core Knowledge Sequence.
- September 24 MS Forum: Alumni to return to talk to middle school students.

Meeting called to close at 7:29 PM by Julia.