



Marketing and Community Outreach

Meeting Minutes

Meeting Date: February 4, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded by: Heather Smith

Attendee	Title	Organization	Present
Julia Porterfield	Chair	MCO	Present
Janell Swan	Vice Chair	MCO	Present
Rebecca Griggs	Secretary	MCO	Not 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	Not 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 PM

Meeting Actual Start: 6:34 PM Meeting called to order by Julia

Meeting Scribe: Heather Smith

AGENDA

- We had an abbreviated meeting touching on only pressing topics due to bad weather.
- Community service day discussion
 - 9-11 am on Saturday, March 1st at BFA
 - 3 stations, 30 minutes per station with some time for getting started and rotating
 - Grocery bag decoration for Earth Day
 - Try to get reusable bags, if possible
 - Include BFA stickers from PTO on bags that will be distributed at grocery stores
 - Have budget to purchase reusable bags, if needed, and art supplies
 - Sandwich making for Coalition for the Homeless
 - Kathleen will coordinate
 - Have budget to purchase sandwich supplies
 - Cleaning up grounds around BFA (good weather) or indoors (inclement weather)
 - \$1100 maximum budget needed for community service day
 - Theroux Orthodontics might want to provide juice and/or donuts. Julia and Becky are going to check on this and to see if we need to offer to other BFA businesses.
 - Ben's Brigade school project event will be part of community service day with time slots available from 9-11am and 11am-1pm.
 - Insulating storage shed – Joe getting supplies

- Teacher requests – Joe has list. Ben Humphries will coordinate. Supplies will be provided by the school.
 - Playground – oil and tighten screws on equipment
 - Signup Genius will be sent by Lynsey this week. She'll also market in Bob's newsletter, on the website and on Facebook.
- Parent Rep Reports
 - Dave – Ben's Brigade - recent meeting went well. There were some new attendees.
 - Kathleen
 - Middle School
 - 6th, 7th and 8th grade science fair winners chosen
 - Regional competition is March 5th at Denver Museum of Nature & Science
 - Middle School Elective – Willy Wonka – Wednesday, Feb. 20th
 - Music
 - 2nd grade musical tomorrow night
 - Music teacher feature completed
 - Tom (emailed report)
 - Kindergarten
 - Field Trip on Feb. 24th and 25th for half-day
 - First grade
 - Field trip to Geology Museum at School of Mines
 - Planetarium field trip
 - Second grade
 - Ellis Island Play at Colorado Heights University Theater on March 17th
 - Jody (emailed report)
 - Third grade
 - Cow eyeball dissection this Thursday/Friday; parent covering for pictures
 - Fourth grade
 - Revolutionary War "You Can Live History" on Feb. 21st, March 21st and April 17th followed by an all-day event on April 29th at Chatfield to re-enact the war with costumes. Kathleen and/or Susie will cover this event.
 - PE
 - Jump Rope for Heart is Feb. 19th and 20th
 - Brenda Bauer feature completed.
- Marketing report
 - Chamber STEM Coalition meeting this Thursday from 7:30-9:30am
 - Bob Barber, Shelley Dana, Toby Foss (from the STEM Committee) and Paul Dionne (guest speaker from the Chamber) will be presenting. Then Jason Cochrane will give a tour of the school.
 - They only have 8 "yes" RSVP's so far.
 - BFA is hoping to make a pitch for silent auction donation.
 - BFA Baking Committee will bring snacks, and Janelle will bring fruit and coffee.
 - We haven't spent any money on this event, yet.

- A photographer is arranged, and folders to hand out are prepared with information from the Benefits Bash and the BFA STEM Committee.
- Rebecca has started on the marketing plan, and she will bring to next meeting.
- YourHub is a great marketing outlet for BFA news. It originates online and includes crowd source content. They take the best articles each month for the print version. Nathan will create an article about the Chamber STEM Committee meeting.
- We had a good Facebook month with a 364% increase. Basketball game postings create lots of Facebook traffic.
- Meeting adjourned at 7:30 PM