

Marketing and Community Outreach
Meeting Minutes
Meeting Date: October 1, 2013
Meeting Location: BFA Library
Approval: Draft
Recorded by: Janell Swan, Vice Chair

ATTENDANCE:

Julia Porterfield
Lynsey Humphries
Nathan Bobbin
Janell Swan
Jodi Wolf
Susie McCoy
Becky Mullen
Dave Fisher
Kathleen McKinnon
Shannon Hinrichsen
Rebecca Griggs

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: Janell Swan

AGENDA

1. APPROVE/AMMEND AGENDA & MINUTES

Move to amend minutes from September 2013 to correct spelling of Matt Kroll's and Dave Fischer's names. Motioned by Lynsey, seconded by Susie, motion passes.

Amend tonight's agenda to move Ben's Brigade update to 6:55. Motion by Julia, seconded by Lynsey, motion passes.

2. COMMITTEE UPDATES

Matt Kroll has resigned as Communication Officer due to his children leaving BFA. He has been replaced by Nathan Bobbin, who was serving as MCO Vice Chair. Maren

Elliot has also resigned from the Secretary. Currently there are two open MCO positions, Vice Chair and Secretary. Julia will ask the Board of Directors to appoint a new MCO Vice Chair at the next Board of Directors meeting. Rebecca Griggs expressed interest in the Secretary position. Rebecca introduced herself to the group and shared details of her professional and personal life. Julia motioned to accept Rebecca as the Secretary, Lynsey seconded, motion passes.

3. BEN'S BRIGADE

Dave reported on attendance of last night's Ben Brigade meeting. Four men were in attendance. Dave is planning the next Ben's Brigade social for Nov. 10 at Bar Louie in Southglenn. The men will watch the Bronco's game, and Dave will have them complete a survey regarding how they could volunteer at BFA. Dave is still looking for a volunteer to lead the "Watch Dogs" program. Dave asked for Ben's Brigade to be added to the Volunteer Interest section of Help Counter. He also asked for a Ben's Brigade email account. Nathan will announce Ben's Brigade activities through the BFA twitter account. Dave will create an announcement for the next Ben's Brigade social for the BFA newsletter and will send out a Sign-up Genius.

4. TREASURER'S UPDATE

Nathan stated that the MCO budget has been approved. He reminded members to use the correct forms for requesting funds before spending money, and requesting a check for reimbursement.

5. MARKETING UPDATE

Nathan has been continuing to update Twitter and Facebook for BFA announcements and events. He asked "What does BFA want to be known as?" What is BFA's niche?"

The October marketing plan was discussed. Becky stated that she had "Where's Ben?" pictures from this summer that could be placed on the BFA Facebook page. Posting pictures of "Where's Ben?" during fall break was also discussed. Rebecca suggested a "Where's Ben?" wall of fame to display pictures in the school. Nathan stated that he would continue updating Facebook and Twitter with results of Middle School sporting events, upcoming school events, and Ben's Brigade's events. Nathan and Becky discussed installing Google Analytics to the website to help assess where families on the waitlist were finding out about BFA. Nathan and Rebecca stated that they would finalize the October marketing plan for Julia to share at the next Board of Directors meeting. Two press releases have been sent out. The first regarding the STEM expo, and the 2nd detailing the Middle School's National Junior Society's service project of providing a pancake breakfast to residents of House of Hope on October 19.

Shannon shared that preschool parents seemed very focused on Kindergarten enrollment at this time.

Kathleen shared that Middle School student council elections are at the end of the month. The Middle School newspaper should also be up and running by the end of the month. It was noted that Laura Goldin could be contacted regarding videos the Middle School students were making for the News Casting class.

6. POLICY ITEMS

Susie provided an update on the Policy Q & A scheduled for Oct. 23rd at 8:45am. Principal Barber, Matt Matherly, and Matt Warder will be in attendance to answer questions. Parents can email MCO if they are unable to attend. Susie gave a reminder to email her regarding any feedback from parents regarding policy concerns that members may receive. It was also stated that any formal complaints need to be emailed to the MCO so they can be properly addressed.

6. COMMUNITY SERVICE

Lynsey shared details for Muffins with Moms. Mini muffins have been ordered, including gluten-free and nut-free options. Seven dads have signed up to help with serving and parking.

Donuts with Dads is scheduled for November 19. Lynsey will need help and will send out a Sign-Up Genius the first week of November.

Lynsey shared Veterans Day planning updates. Janell is reworking the Veterans Day flyer to be send home for students to complete to honor a Veteran in their family. We still need volunteers to scan photos that will be attached to the flyers. Nathan volunteered to complete a video/slideshow of the photos once they have all been scanned. Among the tasks that still needed to be completed were:

- Asking Burgandy about a room to used for the Veteran's reception
- Inviting the residents of Wyncrest
- Contacting the baking committee
- Purchasing table cloths
- Finding out the name of the speaker from Mr. Burgesser
- Contacting Honor Flight
- Signing up volunteers to walk carpool to collect Honor Flight Donation

It was suggested that MCO members and families would put up the donor flags on the Sunday afternoon before Veterans Day. It was also suggested that a thermometer visual could be created to show how much money we were raising towards sending a Veteran on Honor Flight.

Lynsey discussed taking up a collection of toiletries and candy to send to troops overseas.

For the Holiday community service project, Lynsey has contacted the new Children's Hospital being built near BFA. They are planning on opening December 19 and would appreciate donations of children's books and crafts. A contest for classroom donations was discussed, as well as a contest for Middle School students to write a paper on the importance of community service.

Jodi stated that all of these fundraisers might be overwhelming to parents. Julia motioned to delete the collection of toiletries and candy for overseas troops. Nathan seconded the motion and it passed.

7. BFF SOCIALS

Six MCO members and eight other BFA parents attended the September social at Starbucks located in Super Target.

The next BFF Social is scheduled for Thursday, November 21 from 7-9 at the Tattered Cover.

8. BYLAWS, AGREEMENTS

Julia asked that members look at the bylaws emailed to them and email her with suggestions and/or changes. Julia also asked that all members read, sign and return the MCO Officer and Representative Agreement.

9. MEETING END

Meeting scheduled to end: 8:30

Meeting actual end: 8:54 – Called to end by Julia.