

Promotions Committee

February 8, 2011

6:00 – 7:00 PM

In Attendance: Jane McWilliams, Amy Schatz, Melissa Gress, Amanda Charlton and Cloudy Namanny .  
Open in prayer: Cloudy Namanny

January Minutes: Corrections made, clarifications that Cloudy Namanny would continue to be the teacher liaison for promotions. Motion to approve made by Cloudy Namanny, Amanda Charlton second. Motion carried (5-0).

Cheer Clinic Update: Amy Schatz

Profit: \$158.75

14 girls attended

Successful and would like to continue this clinic next year

Fundraisers: Jane McWilliams

New format requested by Mrs. Hansen to put on the website for parents to plan

Promotions Budget:

Amanda Charlton asked if Promotions has designated lines for various events to plan where money will be spent?

It was suggested that we submit the Event planning Budget form so that we can better budget for next year.

Jane McWilliams would send a copy of the Event Budget form to all members

Signage on Building: Jane McWilliams

Presented illustration of what signage would look like

After discussion a motion was made to add signage to read “ Pre-School – High School Childcare” with blue lettering and a white dash. Motion made by Cloudy Namanny 2<sup>nd</sup> made by Amy Schatz (5-0)

The cost would be \$678.

After discussion about the budget Melissa Gress made a motion to allow up to \$700.00 to be spent on the new signage. 2<sup>nd</sup> made by Amy Schatz (5-0)

Gym Signage or a new sign by the road would be in a phase 2 for future discussions.

Updates on Advertising: Jane McWilliams

Des Moines Coupons.com – gave one ad for 2 months for free

Parks and Recreation- Ad placed in color for half a page will be out in March

5K Run/1 Mile Walk: Amy Schatz

Discussed follow up after sub committee met

Volunteers for Registration/Publicity, Racer Support, Race Route, and Sponsorship were given

Sponsorship levels were discussed and would be \$3000, \$1500, \$500 and \$250.

More discussion on what advertising would be given at each level

Letter to go out in the next couple of weeks

Interest in giving the Walk/run a logo was suggested but we need to keep the ACA logo so that branding can remain for ACA.

The official name for the Race is: Walk/Run for Christ Presented by Ankeny Christian Academy

Baking class

Still working out details but looks like it will be in March

Amanda Charlton volunteered to assist or run own class.

Scrapbooking clinic

Possibly in April 2 with Melissa and Erica Gress

Future Clinics discussed:

General and Bike Safety for kids

Internet Safety for Adults could possibly be done one evening or through PTF

Motion to adjourn by Cloudy Namanny, Melissa Gress made second.

Meeting adjourned at 7:25 PM.

**Motions or Items approved by Committee**

- January Minutes
- Signage and placement and lettering and color accepted
- Maximum of \$700 to be spent on Signage.

**Motions or Items voted down by Committee**

- None this month

Items to discuss in March

Summerfest Float

How do we designate funds from the Run/walk?

Submitted by: Cloudy Namanny

Approved by committee on: