

Promotions committee

October 12, 2010

5:30 pm

In Attendance: Chad Kloppe, Jane McWilliams, Melissa Gress, Amy Schatz, Amanda Charlton, Joyce Hansen and Cloudy Namanny

Open in prayer: Joyce Hansen

Procedure with Monthly Minutes: Review at meeting, send approved to Melanie Frericks

Possible: Executive Summary with fewer details

September Minutes: Corrections made then a motion to accept minutes made by Melissa Gress, Jane McWilliams made the second.

Updates: Jane McWilliams

Facebook link was not updated on the website yet.

Parks and Recreation Advertising – On a waiting list for future openings.

Realator Advertising- not possible, only realtors advertise in these booklets

Dahl's meeting with Chamber- They are changing the program so there will be a new business partner every two years. August 2011 will be when ACA gets a new business partner.

Auction Update: Amanda Charlton

Things are going well. They are finishing up soliciting and Melissa Gress is working on the booklet.

Teacher Help- all covered

Needs- suggestion that the school invests in 18 white round cloth tablecloths

Decorations – Going well

Decorating times: Friday at 4:00 and Saturday at 10:00

Class Baskets – need to be itemized by Friday and given to Melissa Gress by Friday.

Discussion on Auction attendance for teachers:

Pros and cons on spouse attending

needs to be consistent

Motion by Jane McWilliams: Suggest that the BOE looks at a policy on consistent promotional benefits for ticketed events throughout the year in respect to teacher and spouse attendance and promotional support of all events (ie. Sports, auction, play, etc). Second made by Melissa Gress. Motion Passed.

Amanda Charlton made a motion that for this year the guest of a teacher is \$8.00. Jane McWilliams made the second. Motion passed.

Middle/High School retention program/survey: BOE directed

Some of the ideas are being done – follow up with Joyce Hansen on the survey

Church Covenant Agreement:

John Coyler - tested this to see what his thoughts were on it  
Pastor Coyler's response - "I see no problem. I would be willing to sign off on this"  
Presenting to the BOE for approval. Jane would be available for any questions at the Board meeting. Motion to present to the BOE was made by Jane McWilliams and a second was made by Amy Schatz.

Update on Development Director prospects:

at least 20 hours a week needed  
Suggested names to ask about this position: closed discussion

Fundraiser Questions

Capri Sun- Never received a packet from the company  
ACA Night at local businesses: Chili's, HuHot, Palmers  
Amanda Charlton volunteered to contact businesses after the auction was over.

Fundraiser Approvals needed:

National Honor Society:

February - Class challenge money drop w/ incentives - committee approved  
Sell in November, Orders due September - Cookbook  
Send back for questions  
March 2012- Cake Auction, Exhibit and then auction off  
Hat and PJ Day- Foundation of Cancer Kids (name ??)  
March 2012- fundraisers to look at next meeting

Suggested fundraiser ideas: Amy Schatz

After School Activities

classes - 1-2 days a week  
possible classes- baking, computer safety, basketball, volleyball, etc  
Goal- once a month for activity- suggested once a quarter  
Committee Recommended that a more formal plan be presented to committee next month.  
Start in January, 3 classes in 2011, Amy would get volunteers needed

5K Race/Run/Walk- Amy Schatz would chair this event

Run for Christ  
Entry Fee- donors for food,  
Possible problem- How to time the runners  
Get City Approval to block off streets- free to do this  
Police needed would need to be paid  
\$15 to walk or run and open to the public  
Would need a sub committee to help get corporate sponsors and organize the event  
Possible dates: April 16<sup>th</sup> or May 14<sup>th</sup>  
Committee approved to get more details and report back to the committee

Meeting Adjourned at 7:30pm.

Promotion activity through e-mail:

Cookbook approval- request recipes in January 2011, final draft summer 2011, have them ordered and printed late summer early fall, sell them in November 2011, No money needed till November 2011

E-mail Vote - approved

Calvary Radio Station:

sponsorship- \$150 for 10 min of air time to \$500 a month for 60 min of air time

Chad Kloppe ask that all listen to the radio station before next meeting to discuss

Auction Follow Up:

Thursday, November 4<sup>th</sup> at 6:30pm a follow up meeting scheduled to discuss how the auction went. Last meeting till next summer.

Auction Sub Committee Minutes submitted:

No minutes have been given

## **Motions or Items to take to the BOE:**

Motion to present Church Covenant to BOE- Jane McWilliams would attend to answer any questions.

Motion by Jane McWilliams: Suggest that the BOE looks at a policy on consistent promotional benefits for ticketed events throughout the year in respect to teacher and spouse attendance and promotional support of all events (ie. Sports, auction, play, etc).

## **Motions or Items approved by Committee**

September Minutes approved

Auction 2010 - Teacher's guest would cost \$8.00 to attend

NHS coin contest in February

Hat and PJ day for NHS

Amy Schatz to move forward and bring information about After school activities and 5K Run.

Submitted by: Cloudy Namanny

approved by committee on November 9, 2010