

Promotions Committee

October 11, 2011

6:00 – 7:00 PM

In Attendance: Jane McWilliams, Jon Heisterkamp, Amy Schatz, Amanda Charlton, and Cloudy Namanny .

Meeting began at 6:10pm

Open in prayer: Cloudy Namanny

September minutes were approved. Motion by Jane McWilliams, Amy Schatz made a second, motion passed 5-0

Fundraisers

Garage Sale - \$5100 profit

Pancake Breakfast - \$140

Car Wash - \$194

Record for the garage sale.

The Kettle Corn vendor was a no show for the garage sale.

Americas Largest Refinery

Can bring unwanted gold, silver or platinum and they will evaluate it and if they buy then 15% would go to ACA.
No cost to us

Jon Heisterkamp made a motion to have Americas Largest Refinery come once for the staff, once at the craft fair and come possibly for both Fall and Spring conferences. A second was made by Amy Schatz.

Discussion on where the profit would go and how to keep track of where the money would go.

An option for staff to give in this way for the capital campaign and for the parents or community would go to promotions.

Motion passed 5-0

Restraunts offering to donate percentage back to ACA

Many restrants have offered to do this for ACA (Burger King, TCBY, Buffalo Wild Wings, Chili's etc)
possibly one night each month and could rotate restaurant but keep a consistent night

Amanda Charlton volunteered to look into this in November.

The committee would like to take this to advertise for the new digital sign promotions is working towards
Committee will revisit this idea of an ACA community Night in November.

Trademark or register ACA's logos

A recommendation was made from Des Moines Christian School that we consider registering or getting a
trademark for all the school logos.

Jane McWilliams looked into and filled out paperwork to have this done. The cost would be \$10 each logo and a
total of \$40.

A motion to go ahead and do this was made by Cloudy Namanny and a second was made by Amanda Charlton

Motion passed 5 – 0

Auction Update

Last meeting will be October 18th.

Childcare still needed

Flyers handed out to put up

Jane McWilliams last official day at ACA will be October 28, 2011

BOE Updates

No updates given this month.

Motion to adjourn by Cloudy Namanny, Jane McWilliams made a second.

Motions or Items approved by Committee

- To have Americas Largest Refinery come once for the staff, once at the craft fair and come possibly for both
Fall and Spring conferences.
- To register all ACA logos

Motions or Items voted down by Committee

- None this month