

**Laura Jeffrey Academy Board Development Committee Meeting Minutes
Meeting on 10.5.2021**

Present: Sonia Feder-Lewis, Lyssa Cook, Ann Henderson, Linda Alter, Julie Stewart

- Discussion of goals for the committee: Primary one is finding support for enrollment.
- The new promotional materials were discussed. The committee supports them.
- Hiring a consultant to create a marketing plan was discussed with support.
- It was discussed that we could ourselves seek information regarding consultants, and the costs and services involved to bring that information to the Leadership Team and the Board.
- There are some parent volunteers that might be interested in helping market.
- We discussed looking for an intern to help with the effort once a plan has been developed.
- We also discussed recommending that all community board members make some donation to the school; the amount isn't important but having 100% participation would be a good image.