

Development Committee Meeting Minutes

1/3/2022

6-7pm

1. Review and approval of minutes from
 - a. 11/15/2021 approved with 6/6 votes; 11/29/2021 approved with 6/6 votes; 12/15/2021 approved with 6/6 votes

2. Old business:
 - a. billboards all 3 are currently up. Some discussion about extending and finances,
 - b. Digital Marketing Plan making some progress with Amiee but she has been busy, Annie would like to continue their progress sor now,
 - c. RFP responses 1 received by Ann from Elleven Design Co. quick review, cost is high at 100k for the year. Annie spoke to someone in a firm from Canada. Annie will reach back out to them to encourage them to submit a proposal, Linda will reach out to CLE to encourage them to apply. Consensus that a firm with school experience would be the best.
 - d. Flyering; agreed that members of the committee would help to flyer cars at the St. Paul Middle Grade Choice Fair Jan 25th from 6-7. Anna and Annie will work on an email to families about how they can promote LJA with their communities and vet it with this committee.
 - e. Staff is preparing a project with students to learn what/how they would describe LJA to their friends and family as we continue thinking of how to descriptively market LJA.
 - f. Annie reached out to WCCO, STar Tribune, MPR over the weekend to offer up a story on how LJA has been handling the pandemic and keeping the classroom occupied and safe. Eva will reach out to someone at channel 11 for the same.
 - g. Annie is planning to make a few updates to the website for ease of use and to have a FAQ area. She will work with leadership on content.

3. New Business