

Development & Marketing Committee

Minutes 5/16/2022

Attendance: Annie Lien, Anna Robinson, Linda Alter, Ann Henderson, Julie Silvers, Eva Tangen

1. Update from full board regarding spending request for swag/flyers/etc
 - a. Last month the board approved up to \$5000 more dollars, plus anything that was unspent in the \$10,000 that was appropriated for billboards/digital marketing/Amy Riker work in the beginning of our work, to go toward the purchase of goods for marketing purposes. It could include signage, flyers, printing, swag, shirts/sweatshirts, etc. The feeling of the board is to take full advantage of this opportunity to increase our student body.

 - b. Update from CEL work: Review of presentation for the full board. Website, analytics, Summer make and take activity.
2. Enrollment:66
3. New business? Summer activities to table at. Linda will be looking for different family friendly community events where LJA could have a table.
4. Next meeting: June 16th 6-7pm Zoom