

Marketing Meeting – Committee of Ten

August 25th, 2008
MEETING MINUTES

Attendance

Neil Truman
Dan Callahan
Eric Coulter
Vic Johnson
Stefanie Carey
Cheryl Brown
Trish Hank
Cara Ausmus



Dates to Remember

8-26-08 Primetimers mtg.
Eric & Vic
8-30-08 Home football game
8-27-08 WQAD w/schools
9-3-08 COT Marketing mtg
6:30 AUO
9-10-08 FOCUS- Eric & Vic
10-1-08 PEO mtg. Cheryl +
10-14-08 Meet the Candidates
AHS

Mission Statement

The mission of the Aledo - Westmer Committee of Ten is to develop recommendations to increase the quality of education to our children while maintaining fiscal responsibility.

Next Meeting
September 3rd – 6:30
Aledo Unit Office

I. Reports on Old Business

- ❖ Price quotes
 - Haase Prices provided by Stacey – on separate sheet
 - ◆ Vic will buy printed pencils (1000) checking first on Shirt Tales
- ❖ Speaking engagements
 - Eric and Vic speaking to Primetimers 8-26
 - Cheryl and maybe Vic and Jeannette speaking with PEO 10-1
 - Eric and Vic will tape a FOCUS spot 9-10
- ❖ Letters to the Editor
 - Vic has a few “Letters to the Editor” lined up (need more)
- ❖ Billboards
 - Deemed to expensive at \$600 a pop
- ❖ Tom Hanson – mass mailings / ballot wording
 - Eric spoke to Tom
 - Labels are 3cents a piece – we will have them printed and then copy them in case we need them again
 - We have sample of ballot – e-mailed to all sub committee members
- ❖ Meet the Candidates
 - WRMJ contacted – John and Jim will take care of the whole thing
 - ◆ October 14
- ❖ Advertising
 - Cheryl has ad samples for paper
 - WRMJ said \$200 would get good ad – Eric working on press release
 - Yard Signs will be printed as soon as money comes in
 - Cheryl will attend 8-30 football game with handouts

II. New Business

- ❖ John David from WQAD visiting both schools on 8-27 to get consolidation info.
- ❖ Cheryl prepared a donation letter to take to businesses with sample ads for them to sponsor
- ❖ Possible fundraising opportunities
 - Kiwanis – Frank Bockman
 - Exchange Club – Iris Paulsen
 - Scott Brunton

III. Things to Do

- ❖ Trish Hank making brochure using FAQ sheet and other letter
- ❖ Cheryl tweaking donation letter – will go to businesses to sell ads
- ❖ Stef making poster for football game, and post card for mass mailing
- ❖ Eric doing press release – checking on button maker
- ❖ Danny working on sign for Homecoming parade
- ❖ Possible speaking engagements being checked on
 - Music Boosters
 - Exchange Club
 - Apollo PTO
 - Chamber of Commerce

IV. New ideas

- ❖ Church bulletins
- ❖ More Letters to the Editor
- ❖ Leave FAQ sheets at Post Offices
- ❖ Window Signs at businesses
- ❖ Table at Parent Teacher Conferences with brochures

COT Website address

<http://www.aledoschools.org/COTweb.htm>