

Meeting Minutes for the Finance Committee
The Experiential School of Greensboro
Tuesday, October 12th, 2021
7:00pm
Virtual/Zoom

Meeting ID: 856 6568 3740
Passcode: 222690

Present: Leila Villaverde, Joanna Lower, Roy Carter, Greg Bush, Tracy Shaw

Leila Villaverde called the meeting to order at 7:01 p.m.

Approval of Agenda

Leila Villaverde called for a motion to approve the agenda. Greg Bush motioned to approve the agenda, Leila Villaverde seconded, all were in favor, and the motion carried unanimously.

Public Comment - none

New Business

1. Giving Campaign Fundraiser

Joanna Lower shared the revised language for the flyer she was proposing for this year's campaign. She also shared some questions and reminders for the group to consider such as making donate button prominent on website.

Leila Villaverde shared that Drs. Marin Burton and Kip Corrington committed \$10,000 for matching for the fourth year. Joanna Lower indicated she was hopeful we would meet this and possibly exceed.

Greg Bush mentioned the use of social media: instagram, facebook, and tick toc and wondered about getting the Houses involved with creating tic toc videos. He noted senior leadership in organizations are embracing the popularity of tic toc and this may be something we could do to promote the campaign.

Tracy Shaw indicated that she was talking to Carlos Heredia about helping with a video again this year for the Giving Campaign. She also noted that she was working with Carlos Heredia to capture snippets from teachers in relationship to Why TEGS Tuesdays, promoting TEGS in general as the lottery also opens in November.

Joanna Lower shared the text for the flyer and asked for feedback/revisions and for Roy Carter to format. She proposed launching on November 9, with the actual Giving Tuesday falling on Nov 30, and wrapping up a week later. Updates will be shared every Tuesday and to be included in each Friday's newsletter.

Announcements – none

Leila Villaverde called for a motion to adjourn. Roy Carter motioned to adjourn, Greg Bush seconded, all were in favor, and the motion carried. Leila Villaverde adjourned the meeting at 7:23 p.m.