

Monday, January 15, 2018 @ 6pm

Planning Committee Meeting at Swamp Rabbit Café

1. Introductions, 16 people present
2. Sign in with phone number
3. Handed out ELA cards
4. Updates from Traci
 - a. Building Update:
 - i. Lease has been signed. Close on building this month.
 - ii. Will need to create a road around the building for carline per DOT.
 - iii. Majority of construction will be inside so may not see much from outside.
 - b. Grant Update:
 - i. ELA was awarded a PI grant to help plan and open the school.
 - c. Enrollment Update:
 - i. Need enrollment to increase – need 200-300 students more to open with full enrolment.
 - ii. Need the planning committee to do grass roots ‘getting the word out.’
 - d. Recruitment Update:
 - i. Mailers should be in boxes soon. Let Traci know if you do not get the mailer. May not get if you are new to the area as it is based on the last census data.
 - ii. Geotargeting and Geofencing for specific areas in town.
 - iii. **Ask that you write down the areas you go and send to Traci so she can add that to the target population.**
 - iv. Billboards
 1. 85/Pelham Rd (Exit 54) – airport/BMW/Michelin
 - v. Traci will call radio stations and TV stations – let Traci know if you want to volunteer
 - vi. We are on Kidding Around, need to add to Upstate Parent Magazine
 - vii. Chinese New Year Celebration being held at Swamp Rabbit Café, February 8 as a fundraiser
 1. Will have someone to teach us a dance, kid-friendly
 2. Red Envelope – find gift cards for the raffle that night.Restaurants, salons, kids cuts,
 - viii. Send out something on their own NextDoor App
 1. **Traci** will email the ad so you can send on
 2. **Traci** will figure out how to tag ELA on a Facebook link/picture
 - ix. Upcoming Events
 1. Switch~a~Roos – Greenville, Feb 9-11, Shelley Maynard and Gaby Alexander
 2. WeeCycled Consignment – April 13-15

3. Greer International Festival, Peggy - April 14
 4. Greer Cultural Arts Council – Alice in Wonderland Jr ??, Traci will call
 5. Greer Easter Egg event – March 24, Clarence and Meghan
 6. Switch~a~Roos in Spartanburg, Cheryl Moriarty
 7. Mauldin Easter Egg hunt – March 24, Krysta Harris and Damaris Altidort
 8. Greenville Zoo
 9. Baseball games, Greenville Drive (**Traci** will check with this)
 10. Girl scouts – Damaris Altidort
 11. Greenville Symphony Orchestra – Lollipops concert
 - x. Shelley will keep the promotional materials
 - xi. Traci will add people to the Dropbox who are not there**
- e. Call BMW -

Share the Average Day with the Dropbox group and website.