

St. Lawrence School
Marketing Committee Meeting Minutes

Date: January 3, 2017

Time: 5:30-6:45 pm

Location: Deacon Hall Room #2

1. Opening Prayer and Welcoming Remarks (Mr. Arvizzigno)
2. Preschool Program Advertising
 - a. St. Lawrence Ad will run on Out & About website under school age and preschool section
 - b. Parent Magazine will run St. Lawrence Ad
 - i. Jan.-Feb and March-April issues
 - ii. School age/preschool Ad will be quarter page
 - iii. Call about getting free copies of the magazine to pass out (Ms. Kennedy)
 - c. Father Chase is sending out a letter introducing the new program to parishioners
 - d. Preschool information night is January 24th
 - e. Preschool classroom visits are January 18th and January 27th at 8:30am
 - f. Passing out flyers around town (Ms. Boulis)
 - i. Doctor offices, grocery stores, Dentist offices, Town hall, Community Center, Greece Library
 - ii. Ask St. Lawrence parents to assist
 - g. Place Ad in local Parishes Church Bulletin (Ms. Boulis)
 - i. Mother of Sorrows, St. Johns, St. Leos of Hilton, St. John of Spencerport, St. Charles Borromeo
3. School Marketing Projects (Ms. Kennedy)
 - a. Getting quote for Road Signs
 - b. Updating mailing, flyers, brochure, and signs with new photos
 - c. Pricing out folders for registration packets
4. Social Media Marketing (Ms. Boulis)
 - a. Facebook page is going well
 - b. Start up an Instagram page
5. Closing Prayer at 6:45 (Mr. Arvizzigno)

Minutes submitted by Randi Boulis