

**Lake Country Classical Academy
LCCA Board Fundraising & Communications Committee
Meeting Minutes**

**Wednesday, Jan. 5, 2022, 6 – 7 p.m.
St. Matthew's Evangelical Lutheran Church
818 W. Wisconsin Ave., Oconomowoc, WI 53066
(room: parsonage)**

1. Call to Order at 6:01 p.m.
 - The Legacy Committee (TLC) update
 - No fundraising updates at this time.
 - In the process of setting up the TLC as a 501(c)3 and have opened a bank account. Locked mailboxes will be installed at both campuses for TLC payments, etc.
2. 2022-2023 enrollment marketing
 - New applications received so far for Jan. enrollment period: 191
 - PR/marketing efforts include: press release/website/social media campaign/yard signs
 - Open house on 1/27, 4 – 5:30 p.m. both campuses.
 - As part of registration, we will be polling parents on their level of interest/willingness to pay for busing (\$7 per day per student/\$150 per month per student = 50 per bus) – possibly set up sub-committee under TLC to coordinate busing program if there's enough interest.
3. Fundraising
 - Liberty Gala – Committee meeting in Jan.
 - February 5 Fundraiser – LCCA Ambassadors' Celebration – invitation to go out by 1/7; \$250 per person or \$350 for VIP ticket (includes pre-VIP cocktail party). Special guest from Hillsdale College, TBD.
 - Focus groups – on hold
4. Adjournment at 6:45 p.m.