

Outreach Committee Meeting Minutes

Monday October 21, 2019 10:00 am – 11:00 am

Location: Jayde's Market @ the Glen Centre 2964 N Beverly Glen Cir, LA 90077

- 1. Call to Order/Roll:** Ellen called the meeting to order at 10:05 am. Roll was called with four members present: Robin Greenberg, Maureen Smith, André Stojka, and Ellen Evans & one absent, Nickie Miner.
- 2. Motion:** Approve October 21, 2019 Outreach Committee meeting Agenda.
Moved by André, seconded by Maureen, passed unanimously
- 3. Motion:** Approve September 13, 2019 Joint Outreach & B&F Committee Minutes. (Attachment A)
Moved by Maureen, seconded by André, passed unanimously
- 4. Public Comments** on non-agendized items within the jurisdiction of this committee – None
- 5. Chair Report** – Update by Chair, Ellen Evans

- 6. Discussion & Possible Motion:** Craft mission statement, goals & measures of success. Prioritize goals.
Motion: The mission of the outreach committee is to make more people in our area excited about what we do. We will do this by:
 - a. Growing the mailing list (1000 people by October 2020)
 - b. Utilizing more social media (1 really meaningful post per month) & regular posting of event information (double following on all social media)
 - c. Creating 1-issue newsletters providing valuable information people (Send 1 non-agenda item per month)
 - d. Getting more web traffic on our siteMoved by Ellen seconded by Andre, passed unanimously

- 7. Discussion & Possible Motion:** Assess committee bandwidth. - Discussion was held.
André will write some pieces. Maureen will work on getting bios of board members for the website.

- 8. Discussion & Possible Motion:** Review current assets (Attachment B), possible tools (website, mailing list, social media, events, outdoor advertising, etc.) and associated expenses to begin to match priorities with potential activities. - Discussion of current assets was held.

- 9. Discussion & Possible Motion:** Discuss how to streamline process for creating social media posts.
Motion: Board members who would like something posted to social media will go through Ellen, Robin or Jamie. If any other board members wish to be able to post to our accounts, they should contact the Outreach Committee. Moved by Ellen, seconded by Maureen, passed unanimously.

- 10. Discussion & Possible Motion:** Downgrade our Mailchimp account to a free account for a savings of ~\$240/year. **Motion** To return to a free account for Mailchimp. Moved by Ellen, seconded by André, passed unanimously.

- 11. Good of the Order**
- 12. Adjournment** **Next Meeting Date: Monday November 11, 2019 @ 10 am Jayde's Market**