



MINUTES
Outreach Committee Meeting
Monday, September 14 12:00 pm – 1:30 pm

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:05pm.
5 Present: Ellen Evans, Robin Greenberg, Nickie Miner, Maureen Smith; Heather Roy arrived at 12:09; **2 Absent:** Mindy Mann, André Strojka; BABCNC Board member Robert Schlesinger was also in attendance.
2. **Motion:** Approve September 14, 2020 Outreach Committee meeting Agenda.
Moved by Robin; **seconded** by Nickie; **4/0/0; passed.**
3. **Motion:** Approve August 12, 2020 Outreach Committee meeting Minutes.
Moved by Robin; **seconded** by Nickie; **2/0/2; passed.**
4. **General Public Comments:**
Robin commented on the success of the blood drive hosted by BAA.
5. **Chair Report:**
Chair reported on possible path for approval of future blood drives, and on social media, website and mailing list metrics.
6. **Discussion and possible motion:** Review how to use Google Docs. Add to and edit brainstorming document. Pick out a few areas of focus for next few months.
A number of newsletter topic ideas were added to the list on our brainstorming Google Doc.
7. **Discussion and possible motion:** Pick and assign topics for upcoming newsletter.
Article topics for the next newsletter will be the BAA Blood Drive, our mask signs, crime stats, the EP meeting on 9/16, a profile of the Planning and Land Use Committee, and some information about recent Community Impact Statements. Robin and Bob will be responsible for writing about the EP meeting and Bob will write about the PLU Committee.
8. **Discussion and possible motion:** Website refresh conversation.
Heather reported back on efforts to find out who put the LFNC website together. Outreach members should review other NC websites to find other examples of what BABCNC might want to do. We will then identify vendors and set up discussions. In parallel with this process, we will update content on the website. Heather will work on making sure board members submit photos and bios. Ellen will communicate with committee chairs to make the committee pages more informative.

9. **Discussion and possible motion:** Social media overview: What is Twitter and how should we utilize it in the service of our mission?

The committee reviewed how to use Twitter and learned about Twitter demographics.

10. **Adjournment:** **Moved by** Nickie; **Seconded by** Heather and the meeting adjourned at 1:05 pm.

Next Meeting Date: October 12, Noon