



MINUTES
Outreach Committee Meeting
Monday, October 12 12:00 pm – 2:00 pm

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:05 pm. **4 Present:** Ellen Evans, Robin Greenberg, Heather Roy, Maureen Smith; **3 Absent:** Mindy Mann, Nickie Miner, André Stojka. Mindy Mann arrived at 12:07 pm.
2. **Motion:** Approve October 12, 2020 Outreach Committee meeting Agenda. **Moved** by Robin; **seconded** by Maureen; **4/0/0; passed.**
3. **Motion:** Approve September 14, 2020 Outreach Committee Minutes. **Moved** by Robin; **seconded** by Maureen; **4/0/0; passed.**
4. **General Public Comments**
No public comments.
5. **Chair Report** – Update by Chair, Ellen Evans
The chair reported on the approval of the Blood Drive as well as on our social media and website metrics.
6. **Discussion and possible motion:** Review recent newsletter and pick and assign topics for upcoming newsletter. The Committee reviewed the newsletter and assigned topics for the next monthly newsletter.
7. **Discussion and possible motion:** Create comprehensive outreach plan and calendar for June elections including strategies for raising awareness of NC, recruiting candidates, and building turnout. The committee created the general outline of a plan and timeline. We will create a toolkit for board members for promoting the election and for creating media for the committee to use to promote the election.
8. **Discussion and possible motion:** Website refresh conversation. The committee discussed the ongoing need to review websites of other neighborhood councils.
9. **Discussion and possible motion:** Social media overview: What is Instagram and how should we use it to further our mission? The committee reviewed Instagram and discussed possible uses.
10. **Adjournment** Moved by Robin, seconded by Maureen and the meeting adjourned at <time>.

Next Meeting Date: November 9, noon