



MINUTES
Outreach Committee Meeting
Monday, November 9, 2020

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:00 pm. **3 Present:** Ellen Evans, Robin Greenberg, Andre Stojka; **3 Absent:** Heather Roy, Mindy Mann, Nickie Miner. Nickie Miner arrived at 12:10 pm. Mindy Mann arrived at 12:20 pm.
2. **Motion:** Approve November 9, 2020 Outreach Committee meeting Agenda. **Moved** by Robin; **seconded** by Andre; **3/0/0; passed.**
3. **Motion:** Approve October 12, 2020 Outreach Committee Minutes. **Moved** by Ellen; **seconded** by Robin; **2/0/1; passed.**
4. **General Public Comments**
No public comments.
5. **Chair Report** – Update by Chair, Ellen Evans
The chair discussed some fluctuation in BABCNC subscriber numbers as well as the upcoming blood drive.
6. **Discussion:** Review recent newsletter and pick and assign topics for upcoming newsletter.
The committee review the unfinished November newsletter and developed new article ideas for the December newsletter as well.
7. **Discussion:** Further develop outreach plan and calendar for June elections. Make a budget wish-list for outreach expenses. The committee discussed election outreach. The committee will produce a series of blurbs about the election to provide to stakeholder organizations so that they can better inform their constituency about the election. In addition, a budget will be put together for printed matter and social media advertising for the election.
8. **Discussion:** Plan tri-fold brochure. Key language for the brochure was discussed. Ellen will do a rough draft to bring to the next meeting.
9. **Discussion:** Work on board member tool-kit. A list of questions for board member videos or written material to be used for election promotion purposes was drafted. For the next meeting committee members will make sample videos which we will then take to the board with the toolkit at the December board meeting.
10. **Discussion:** Website refresh conversation. The committee agreed to table continued discussion of a new website while election plans continue to be a priority.

11. **Discussion:** Social media: How can we better deploy Instagram and Twitter? The committee discussed the social media feeds as a whole. The pandemic has made it hard to bring images of the NC at work to Instagram.

12. **Good of the Order:** None noted.

13. **Adjournment** Moved by Andre, meeting adjourned at 1:20 pm.

Next Meeting Date: December 7, Noon