



**MINUTES**  
**Outreach Committee Meeting**  
**Monday, February 8, 2021 Noon – 1:30 pm**

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:02 pm. **4 Present:** Ellen Evans, Robin Greenberg, Maureen Smith, André Stojka; **3 Absent:** Heather Roy, Mindy Mann, Nickie Miner. Nickie Miner arrived at 12:05 pm. Heather Roy arrived at 12:12 pm. Mindy Mann arrived at 12:12 pm.
2. **Motion:** Approve February 8, 2021 Outreach Committee meeting Agenda. **Moved** by Andre; **seconded** by Maureen; **4/0/0; passed.**
3. **Motion:** Approve January 11, 2021 Outreach Committee Minutes. **Moved** by Maureen; **seconded** by Andre; **4/0/0; passed.**
4. **General Public Comments**  
No public comments.
5. **Chair Report** – Update by Chair, Ellen Evans  
The chair reported on website and url analytics related to election promotion.
6. **Discussion:** Election promotion. It was suggested that we do a zoom session to create board member testimonials.
7. **Motion:** To approve up to a \$500 social media promotion budget for the election. This motion was agendized as three motions (items 7, 8 and 9) relating to three specific campaigns but the committee decided to combine them into one to allow for more flexibility. Provisionally the proposal is to allocate approximately \$300 to candidate recruitment and \$200 for a ballot request awareness campaign. The committee will meet to approve specific ads and to run tests to make sure the ads are effective. Facebook is currently not allowing political ads on its platform. If that continues to be the case, the ballot request awareness campaign will likely be smaller. **Moved** by Ellen; **seconded** by Andre; **7/0/0; passed.**
8. **Motion:** See above - agendized motion incorporated in item 8.
9. **Motion:** See above - agendized motion incorporated in item 8.
10. **Discussion:** Review recent newsletter and pick and assign topics for upcoming newsletter. Mindy agreed to write a piece about nesting season and tree trimming. Maureen agreed to get some vaccine

information. Andre's piece is done. We will also ask people to submit photos in the newsletter. Security reminders may be included as well. Deadline is Feb 19.

11. **Discussion**: Website updates progress review. Updates are being implemented slowly so as to incur as few expenses as possible. Board member contacts were fixed and incorrect information was corrected.
12. **Discussion**: Standing rules regarding passwords for digital media and other accounts. An alias has been created for use with social media accounts. This alias can be attached to any BABCNC email address so passwords can be transferred between Outreach Committee chairs easily.
13. **Good of the Order** Nickie suggested that we look into getting BABCNC window stickers.
14. **Adjournment**: **Moved** by Nickie, **seconded** by André and the meeting adjourned at 1:05 pm.

**Next Meeting Date: March 8, 2021, 12:00 pm**