



**MINUTES**  
**Outreach Committee Meeting**  
**Monday, March 8, 2021 Noon – 12:30 pm**

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:04 pm. **5 Present:** Ellen Evans, Robin Greenberg, Heather Roy, Maureen Smith, André Stojka; **2 Absent:** Mindy Mann, Nickie Miner.
2. **Motion:** Approve March 8, 2021 Outreach Committee meeting Agenda. **Moved** by André; **seconded** by Heather; **5/0/0; passed.**
3. **Motion:** Approve March 1, 2021 Outreach Committee Minutes. Draft minutes were not ready at the time of the meeting.
4. **General Public Comments**  
No public comments.
5. **Chair Report** – Update by Chair, Ellen Evans  
The chair reported on some social media election progress. Twitter banned political ads and then banned the BABCNC account from running ads due to the attempt to run political ads. DONE provided some advice which did not result in success. In the meantime, Facebook dropped their ban on political ads. The Facebook account, after a lengthy process, was approved for political ads, and the previously approved ads had begun to run shortly before the meeting.
6. **Discussion and possible motion:** Review social media posts and current candidate lists and develop an ad plan for candidate recruitment for the election. The committee reviewed the ads and the advertising plan. This plan has not been captured in writing in another form. Ads selling NC service from different perspectives will be created - political, experiential, issue-based - and will be run according to the previously-approved ad budget. Larry Leisten, attending on behalf of the Election Committee, suggested some alterations to the website elections page and to the positioning of the news item relative to the other items. The page was reviewed by the committee.
7. **Good of the Order**
8. **Adjournment:** **Moved** by Heather, **seconded** by Nickie and the meeting adjourned at approximately 12:38 pm.

**Next Meeting Date: March 15, 2021, 12:00 pm**