



MINUTES
Outreach Committee Meeting
Monday, June 14, 2021, 12:00 pm - 1:00 pm

1. **Call to Order and Roll Call:** Ellen Evans, Committee Chair, called meeting to order at 12:00 pm.
7 Present: Ellen Evans, Robin Greenberg, Mindy Mann, Nickie Miner, Robert Schlesinger, Maureen Smith, André Stojka; **1 Absent:** Heather Roy.
2. **Motion:** Approve June 14, 2021 Outreach Committee meeting Agenda.
Moved by Robert; **seconded** by Andre; **7/0/0; passed.**
3. **Motion:** Approve May 10, 2021 Outreach Committee Minutes.
Moved by Robin; **seconded** by Mindy; **7/0/0; passed.**
4. **General Public Comments**
None.
5. **Chair Report** – Update by Chair, Ellen Evans
Since an analytics report was on the agenda, no chair report was made.
6. **Discussion:** Review Trello for possible committee use. We reviewed Trello features, and how to use it to organize our material.
7. **Discussion:** Analytics review. Committee reviewed analytics for web, social media and mailing list. We traffic is up this year, and social media following is growing. Mailing list size has not grown in the last 6 months.
8. **Discussion and Possible Motion:** Future outreach projects.
Motion: To present a virtual fire prevention town hall on July 14th at 5 pm.
Moved by Ellen; **seconded** by Robert; **7/0/0; passed.**
Mindy brought in the idea for having a town hall on fire prevention as there is some new information about effective fire prevention measures. Tree People will present.
9. **Discussion:** Assign topics for June and July newsletters. Topics were assigned for June. For July it was suggested that we have a call to action for getting involved in the NC. Other topics for July were not assigned.
10. **Good of the Order**
None.

11. Adjournment Moved by Nickie, seconded by Andre and the meeting adjourned at 1:00 pm.

Next Meeting Date: July 12, 12:00 pm