SI Chico Communications Committee Meeting

September 23, 2021

Minutes

Members: Joyce Brown, Laura Burghardt (Co-Chairs), Gail Nottingham, Linda Sheppard, Billie Sommerfeld, Margarita Vega. Liaison: Kathy Erickson, President-Elect

Attending via Zoom: **Joyce Brown, Laura Burghardt, Kathy Erickson**

Zoom meeting started at 12:07.

Budget ($3,000/year):

1. Bistro Bag has domain name BistroBag.org (secure domain name), paid through Sept. 2023
2. Current Balance: $2,309.44

100 Year Legacy:

1. Banner is now up on Main St. for 4 weeks (combined with Bidwell Rancho) celebrating our 100th anniversary and encouraging new members to join. Sara Beacham is in charge of the billboards (will be up for a total of 3 months).

Social Media/Website:

1. Joyce and Laura contribute to social media; Laura can assist on web site as needed (which Joyce was hired by our club to create and currently maintains). We have Instagram, YouTube, Twitter and Facebook accounts. Joyce discussed incorporating a program Buffer.com, which distributes posts to all accounts.

Fundraising:

1. **Fall Bistro Bag:** Event is 6 weeks away. Need to get info out to sponsors. Lupe will be contacting Joyce re: advertising/promoting and sponsorship. Kathy discussed importance of having a monetary goal for money raised by sponsorship. Joyce discussed a free program called Canva to produce flyers. Our club has hired a designer to create flyers. Joyce will discuss flyers and other promotional materials with Lupe. Some sponsors pay for one fundraiser; others pay for the year (or trade services/advertising, like KIXE).

Objectives Committee:

1. **New members:** Six new members will be inducted at next business meeting.
2. **GTKU (Getting to Know You):** Oct. 8 at 4 pm at Wine Time.

Unfinished Business:

1. **BHS (Butte Humane Society):** Grand Opening: 11/6/21, time TBD (daytime). A training meeting for volunteers will be on 11/4/21; Joyce will get info to the volunteers. Sara, Bonnie

and Joyce will be in the SI booth (which we get for free because some of our members will be volunteering in the bounce house).
2. Joyce is making up flyers for our SI booth at BHS Grand Opening.
3. There will be a "Disco InFURno" fundraising gala ($125/person) on 10/23/21, 5 – 9 pm with Dueling Pianos, silent auction.

New Business:

1. **Survey Monkey:** As of Jan. 2021, only 40 survey recipients allowed on surveys (which are used for our lunch RSVPs). Joyce said Google Suites can be used for surveys. Joyce can set Kathy up with her own SIChico.com email address for access to RSVP results etc. Invitations can also be emailed out via Google Suites. Joyce discussed privacy settings (so only club members have access to the info we send out).
2. **Dropbox:** Kathy commented on how helpful it is to be able to view old Eblasts on our web site. She asked who is in charge of our Dropbox? Joyce creates new Dropbox folders for committees each year. Some committees wait until the end of the year to put info into/reports Dropbox. All file folders are on the front page. Joyce created instructions for Dropbox a few years ago. She will update and email out to the Board and Committee Chairs.

Meeting adjourned at 1:03 pm

Next meeting: Noon, Thursday Oct. 28, 2021, via Zoom.

Minutes submitted by Laura Burghardt