Communications Committee 2019-2020
Year-End-Report
Submitted by: Joyce Brown

Co-chairs:	Joyce Brown, Miles Berdache Lynk (resigned in November due to job conflicts)
Chair:	Joyce Brown
Members:	Natalie Conrad, Shari Hopper, Daran Goodsell, Linda Sheppard, Barbara Evans, Bonnie Chapman (joined us in February)
Liaison:	Billie Araiza (President Elect)

Our budget for the year was $3,000. We have spent $2,399.99 leaving a balance of $600.01. We do have one outstanding invoice remaining for the X-frame banners. Daran Goodsell was working on this project when the COVID-19 shelter in place began. Waiting to hear from Daran about the status on these banners and final cost. Final invoices need to be approved and submitted to the Treasurer by June 1st.

Our first official meeting was August 15, 2019 at La Comida where Joyce reported that:

- Website is updated for the 2019-2020 club year
- Fall Fundraiser Epicurean Rendezvous is added to the menu bar
- A cheat sheet navigation menu has been created as requested by President Carrie to reveal at the Retreat on Sept. 7th

We held our meetings on the 4th Wednesday starting September 25th of the month at Garden Villa Café until it closed its doors and then we resumed our meetings February 26th at La Comida until the COVID-19 Pandemic. We didn't meet in March or April. We will have our final wrap up meeting using Zoom May 27th

Our September edition of The Snail was mailed out to our members and Objectives sub-committee were given 15 copies for potential new members. We voted at our October meeting that we would discontinue mailing out The Snail and send it out electronically to our members and only mail it to members without internet access. This is a savings of approximately $1,100 per year.

Our Fall fundraiser, Epicurean Rendezvous we promoted on FB with posts every Monday showcasing a new vendor and a link to their website. Members and the public were sharing them and our FB hits increased into the thousands the last week prior to our event. Natalie created a slideshow for the event, Joyce added more detailed information on our website for event goers, we set up a booth at the Farmers Market to promote the event, Joyce attended the Chamber Connections to promote Epicurean Rendezvous, we advertised the fundraiser in the Chico ER and the News & Review.

Chico ER articles published in the Lifestyle section during the year were 8, they were 6th Street Drop In Center Donations, Peg Taylor Center, Boys & Girls Club, Walk to End Alzheimer's, W.I.S.H. Foundation speaker, awards program Feb. 19th , LYD Program March 11th, 90 year anniversary. We also had 1 PSA looking for applicants for our various awards and 1 press release regarding our 100 year legacy project.

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Our campaigns included our website, social media, print materials, e-newsletters, quarterly newsletter, community radio, newsprint, community calendar, press releases, news media and Chamber association.

We were happy to help the club and meet the objectives that applied to Communications on the President's strategic plan.

For future Co-chairs here are the criteria to being on the Communications Committee:

Communications Job Description

Section 3: Committee Job Descriptions

A. Committees perform the duties set forth in these descriptions and such other duties as directed by the President or the Board or prescribed in the adopted parliamentary authority, Robert's Rules of Order Newly Revised, current edition.

B. The standing committees of this club shall include, but not be limited to Administration, Communications, Events, Fundraising, Giving, Nominating and SI Objectives.

C. Committee Co-chairs responsibilities:

1. Encourage effective group process at meetings

2. Operate within approved budget

3. Do not commit the club to any activity not approved by the Board and Membership

4. Follow established procedures for deposit and expenditure of funds. Forward deposits to the Treasurer-Elect, payment vouchers to the Treasurer

5. Contact committee members who are not attending meetings or following through on assignments and explore how to improve attendance and follow-through

6. Prepare an agenda and distribute before meetings

7. Keep minutes and distribute to committee members, Board Liaison and President

8. If needed, request a budget increase to the Administration Committee in March for consideration in the following year's budget

9. Upload all committee materials to Dropbox in one folder identified with the committee name and year

10. Prepare an annual report in June

11. Make sure SI Chico website and calendar are kept up to date with committee meetings and activities

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D. Committee members shall:

1. Attend all committee meetings or notify a Co-chair if unable to attend

2. Participate in committee decisions with objectivity and preparedness

3. Accept work assignments willingly and follow through

4. Support the decisions of the committee and club members

5. Discuss with the Co-chair any assigned tasks if unable to fulfill

6. Discuss problems within the committee with a Committee Co-chair first and, if necessary, the Board Liaison

Committee Job Duties

1. Promotion of all club events, public awareness of the club and brand, all social media and website activity.

2. Website:

a. Maintains and updates the website keeping with the brand of SIA compliance

b. Maintains webpage calendar

3. Social Media: Facebook, Instagram, You Tube, Twitter, etc. Keeping fresh and up to date content weekly.

4. E-blast:

a. Sending out weekly E-blasts to all SI members

b. Placing them on our website, submitting them to SNR for their newsletters and website

5. Public Awareness:

a. Promoting our events, press releases, media blitz, etc.

b. Attending Chamber events