Communications Committee
Meeting Minutes
Sept. 23, 2020 at 12 Noon via Zoom
https://zoom.us/j/6279627775
Passcode: 338256

Chair: Joyce Brown
Members: Bonnie Chapman, Sue Bechtol, Carrie Pavis, Carla Bee, Chelsea Pavone, Laura Burghardt, Pam Baldwin
Present during meeting: Joyce, Carla, Laura, Bonnie, Sara
Liaison: Sara Beacham, President Elect

Budget - $3,000 – Joyce

• Balance remaining: $2,280.12 (see attached): we have been asked to pay for the platforms (Zoom, Dropbox, constant contact etc…) this is new. Our budget also pays for dues to The Chamber of Commerce and paying Joyce website maintenance.

Replacing placards on Welcome to Chico Signs…would like to purchase new signage to be mounted on the three locations. Committee agrees that this should be done. Bonnie will get the full estimate and then we will move forward.

Website – Joyce

- Laura Burghardt has volunteered to help with the website. (wordpress/bluehost)

E-blast – Joyce, Editor

- Backup? Could be anyone in the club. Joyce will put a blurb in the eblast.

Social Media – Joyce, Admin Laura, Admin/Editor - need one more Editor? With the 100th Anniversary we need one more person to help with this. Want more exposure on Social Media. This must follow SIA guidelines.

- Public Facebook Page
- Private Facebook Page
- Instagram, You Tube, Twitter

Bistro Bag Virtual Fundraiser – Joyce & Sara

- See attached from Daran Goodsell, Co-chair Fundraising Committee

- Bistro Bag is the new name. You tube filming will be around October 4 for promotional video and instructions for putting the meal together. Bistrobag.org is the domain name. SIChico.com/bistrobag would be a good alternative.
- Website has a page in process
- Joyce will do eblast
- Lists for constant contact for marketing and reminders
- Sponsored ads on Social Media- paid for boosts.
- Question: should marketing for our fundraising efforts be paid for by the Fundraising committee or by Communications? Take this question to Admin to determine.
- Polishing sponsorship levels, this may apply to Enterprise Record and others.
- Bonnie will work on newspaper/magazine promotion for fundraiser.
- Carla could help with radio promotion.
- Joyce will get the fundraiser put on radio website calendars.
- Will need a signup genius

100 Year Legacy – Sara & Bonnie: Board support for the proposed project working with Girl Scouts of Northern California in their new facility in honor of our 100th. This is pending membership approval.

A Marketing plan will be coming forth to promote our brand during the 100th. We may work with a local agency to promote our rich history. The 100th committee is exploring options and we hope to work with Bidwell Rancho on this facet of marking 100 years.

Unfinished Business

New Business: Pam and Carla will be teaming up on a Communications task. Maybe radio.

Tech Rescue Team: A team of members who will assist members in getting their technology skills up to help members be better able to better participate in club. Will be in eblast and will recruit tutors then allow club members to sign up. Zoom. Facebook, Dropbox, Facetime. Bonnie will write this up for eblast.

*Next Snail is December 1, asking for articles in mid-November.

Meeting Adjourned at: 12:51

Next Meeting: Oct. 28, 2020 at 12 Noon via Zoom

Minutes submitted by: Bonnie Chapman