Communications Committee
Meeting Minutes
Oct 28, 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
Liaison: Sara Beacham, President Elect
Present at meeting: Joyce, Bonnie, Sue, Carla, Sara and guest Lupe from Fundraising

Budget - $3,000 – Joyce

- Balance remaining: $2,280.12 (no change since last meeting)

Website – Joyce

- Winter Bistro Bag -all updated
- Sponsorships- information posted

E-blast – Joyce

- Winter Bistro Bag w/sponsors

Social Media – Joyce, Admin Laura, Admin/Editor

- Public Facebook Page
- Private Facebook Page
- Instagram, You Tube, Twitter
  *Joyce has all of this up to date with the information about Bistro Bags

Bistro Bag Fundraiser – Joyce, Bonnie, Sara

- Marketing- lots of social media. Agreed that we should focus on Instagram and Facebook. Joyce will share the passcode for Instagram if Communications members want to add to our posts, feel free.
- Promoting- many things coming up in November. Ann will be on the noon news. Carla is willing to help as needed. An article will be in Edible Shasta Butte Magazine. Hoping for a potential ad in the Enterprise record. Joyce has added the event to many local calendars as well as Eventful and City Spark.
- Guests: Lupe & Daran: appreciate all the work done by mainly Joyce thus far. Thanks!!

100 Year Legacy – Sara & Bonnie

The committee had a Zoom meeting with Girl Scouts of Northern California which went well. Sara will be getting lots of info from them that we can use in promotion of this project and promote their name along with ours. Billie and Sara have done their video for Power of 100 women and next Wednesday (November 4) will be the presentation day/voting. There is a donor appreciation tea that Girl Scouts is holding and which our members are invited to. Sara will share the link.

Unfinished Business

New Business:
Sara has ordered new Soropti-wear which we will promote once it arrives and make it purchase-able on the website. Fleece jackets and vests.

Motion: Move that 3 new weather-resistant resin placards be purchased from First Impression Sign Company at a total cost of $495.00. These signs will replace the current faded versions on the three Welcome to Chico sign holders on the North, South and West entrances to town. The cost of the purchase to be split between Communications budget and 100th Anniversary project monies.

All in favor at the committee level.

Meeting Adjourned at: 12:35 p.m.

Next Meeting: Jan 27, 2021 at 12 Noon via Zoom

Minutes taken by Bonnie Chapman