Communications Committee
Meeting Minutes
Feb. 24, 2021 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

Members Present: Joyce, Carla, Sue, Laura & Sara

Budget - $3,000 – Joyce
- Balance remaining: $1,794.42 (no change since last meeting)

The Snail – Joyce & Bonnie
- Completed & Proof read
  - Joyce will email out on Monday, March 1st to all members

Fundraisers – Joyce & Sara
- Spring Bistro Bag
  - Ticket sales will start on Saturday, Feb. 27th
  - Chicken or Shrimp skewer meals by Chef Angel Lang Bacio Chico
  - Cost $60 each
  - Joyce updated website, FB & set up Event page. Shared with SICBR FB group.
- Paint & Sip Internal Fundraiser
  - Might have to cancel this event due to lack of sales

100 Year Legacy – Sara & Bonnie
(**notes below are copied from AD Hoc Zoom meeting from 2/19/21 reported by Sara**)
- Girl Scouts of Northern California - Things have been at a stand-still on the pavilion. Hard to find contractors that will work during COVID – Sara will follow up with GSNC
- 100-Year Pins from SIA
- Marketing Plans
  - City Limit Signs – one more to install
  - Billboards –
    - Sara has contacted Stott Outdoor Signs. We will get a quote.
  - DCBA banner –
    - Billie to contact about getting a banner hung downtown.
  - Social media –
    - Mini videos to post on boosted (sponsored) posts.
      - Ask Communications Committee to reach out to the membership for mini 30-second videos, "Why I am a Soroptimist?"
      - Suggested boosted ads on Facebook or YouTube.

        - User-generated social media posts including “#Soroptimist100”, “SoroptimistsatWork”.
    - Radio –
        - Someone needs to contact.
    - What costs can be split with SIBR?
        - Sara to contact Babette.
    - Marketing Goals:
        - Brand Awareness
        - Membership
        - Dream Programs – Live Your Dream, Dream It Be It
- Eblasts to membership
    - Update on SIA 100-year pins
    - Video request
    - Ideas to celebrate 100 years (such as planting 100 trees, 100 meals to women, etc.)

Unfinished Business

- Welcome to Chico Sign – Sara
    - See notes under 100 Year Legacy above

New Business

Meeting Adjourned at: 12:35 pm

Next Meeting: March 24, 2021 at 12 Noon via Zoom