SOROPTIMIST®
Investing in Dreams

Communications Committee
Meeting Minutes
March 24, 2021 Zoom meeting has been cancelled

Meeting this month via Email

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

Budget - $3,000 – Joyce

- Balance remaining: $1,646.92 (see attached Budget)

Fundraiser – Joyce & Sara

- Spring Bistro Bag **- Report by Sara**

I spoke with the Fundraising co-chairs after the meeting yesterday, and Daran had a few things to toss out to the communications committee regarding promotions for our Spring Bistro Bag. I am new to the fundraising and communications committees, so bear with me over my questions.

- Is there a budget that is split or shared for fundraising? - **NO**
- If so, how can we increase our exposure over the next few weeks to get more Bistro Bags sold? Example: posters in local businesses, more sponsored ads. – **Just had an announcement in the Chico Chamber and they posted it on their FB page**
- Can we increase publicity in local publications and on news outlets? Example: can we get some ink about the joint union between Bacio and SI Chico that explains the *specific and special menu* created just for this event, focusing on the quality of ingredients, etc.? – **We mention in all public announcements and on the FB event page the partnership we have with Bacio and that the meals are original and made exclusively for our Spring Bistro Bag**
- Daran has offered to reach out to Linda Watkins-Bennett for a news segment. **Great**

100 Year Legacy – Sara & Bonnie – **Report by Sara**

The ad hoc committee met last week to discuss progress. We are inching forward.

- Sara will reach out to Stott again to find out the costs of billboards for a large campaign.
- Billie has reached out to the city about putting up a banner across downtown. This is expensive but we are still exploring ideas. The application fee for reserving the dates (9/20/21-10/4/21) is $49.50, coming out of 100-Year budget. We have the dates reserved just in case we move forward with this one.
- Babette from SIBR is reaching out to Lisa Fitzgerald regarding radio spots.

- Videos from our members. Let's start with our committee. The 30-second video should say why a member joined Soroptimist. I will put my video together this week and send it to Joyce. These videos can be spliced together and used for radio, too! – **Question from Laura - Thanks, Sara, for your info-rich email. One question on the 30-second video (saying why a member joined Soroptimist): should that be in a landscape (horizontal) format? Assuming members can just shoot that using a cell phone video, right? (Then email or text to Joyce.) –** Answer from Joyce Vertical would be better. Send it to me through email, no text.
- Babette asks that we nail down our social media timeline for posts. Joyce, would you be willing to be an admin on our joint group FB page for the 100-year anniversary? **Yes** All social media posts on the joint (SIC/SIBR) page should be ran through Joyce and Babette first before posting to ensure we are not double doing our work.
- A huge bit of news for the Girl Scouts. The Chico State Women in Construction group will be building the new structure, the Pavilion, for the new GSNC office. Yay!! What a huge PR opportunity for the groups involved. Bonnie will be working on the press release, which will be released at a later date, once some of the details will get ironed out.

There are a lot of balls in the air right now, and I truly appreciate everyone stepping up as we wind up this year. One thing to keep in mind is that the 100-Year Anniversary work will not be stopping when the SI year closes on June 30. We also have the Dream It Be It work starting this morning at Fairview High School. SIBR starts their sessions this week and SIC starts with session 2 next week. If anyone wants to help out in other areas, please reach out to me via text at (530) 591-4161. Thank you, again!

Unfinished Business

New Business
Bonnie's Report:

Glad we are able to find a good way to have a substitute meeting. Hope you are all well. We are in Arizona until Easter weekend, once home if there are tasks for the Bistro Bag promotion that I can help with, I'm happy to.

I will also volunteer to create an idea list for our final edition of the snail that will come out in June.

Next Meeting: April 28, 2021 at 12 Noon via Zoom

*** Please note all RED is responses from Joyce and all BLUE is discussion from committee members**