

Report from the 11/13/18 Communications Team Meeting

In attendance: Tom F., Teresa K., Kristin S., Don B.

Absent: Kathy N., and Mike C.

1. The Website

- a. The “Members Only” portal has hit some glitches and is still being implemented on the website.
- b. We’ve received no feedback on what people would want to see on a “Members Only” portal. Without a need, this project becomes a lower priority.
- c. Given the number of events to publicize in the next 2 months, it has become a higher priority to get an “Events” calendar on the website. Kristin and Mike are going to work on getting an “Events” calendar on the website as soon as possible.

2. Promoting events

- a. We have met with the Social, Fund-Raising and Membership committee chairs in order to smooth out any miscues we’ve had about getting events publicized.
- b. Kristin is willing to produce flyers and posters for events.
- c. We received a negative response to the suggestion that we place flyers on cars in the parking lot, so we won’t be doing that.
- d. We suggested that someone handout the list of events, but there appears to be insufficient manpower for that to happen. Every committee is working with a minimum of volunteers, and the volunteers are already stretched too thin.
- e. We’re going to produce a flyer that lists all the events for the next two months, so people will have one sheet that lists everything. It will be distributed at the tables and the counter.

3. The monthly newsletter:

- a. We’re going to revive the newsletter in January.
- b. The focus will be on events.
- c. Kristin is willing to take over the responsibility of producing the newsletter.

4. Facebook:

- a. The most effective use of Facebook is to have people “like” and “share” the Facebook page.
- b. Don reports that we have a significant upturn in “likes” and “shares” when he posts the flyers for events. He’s going to continue to promote events on Facebook and track the response.

5. Future plans:

- a. We are starting work on a manual of what and how the Communications Team operates, so that when there is turnover in the Committee, there will be a blueprint for the new team. This action item is on hold until January.

7. Next meeting: December 11, 2018, at 6:30 pm in the Recovery Room, if necessary. If we have no issues to discuss, we will cancel the meeting and meet in January: January 8, 2019 at 6:30. If we need to meet in December, it will be a 30-minutes or less meeting.