

# Communications Committee Meeting Minutes

February 18, 2020

Members Present: Erinn Bock (chair), Angie Duntz, Maggie Seiler, April Hernandez, Kim Becker

- I. Monthly Communications Plan Review
  - a. What needs to be pushed in March?
    - i. Neighbors United
    - ii. Disc Golf
  - b. Reviewed Communications Plan for Quarter 1 2020
  - c. Newsletter Discussion
    - i. Newsletter engagement has historically been low and gathering content and writing/formatting the newsletter is a lengthy process to go through for little return.
    - ii. Many members cited the weekly emails as a great source of information in our strategic planning brainstorming session
    - iii. AND we're able to share most of the information that we currently push in the newsletter in other formats.
    - iv. After some discussion, the Committee has decided to switch from a monthly newsletter to a quarterly newsletter.
      1. Each quarterly newsletter will serve as a recap of the previous quarter and a preview of what's to come in the current quarter.
      2. The goal is to publish the newsletter by the 15<sup>th</sup> of the first month of each quarter (so, January, April, July, and October).
      3. In the meantime, we will do the following:
        - a. Add additional information to weekly emails as needed.
        - b. Publish blogs on our website more frequently (which we can link in the weekly emails).
  - d. 2-Minute Tuesdays
    - i. February Review
      1. So far, we've been getting several "regular" viewers plus we're growing a following of viewers watching the videos posted after the fact.
    - ii. March Preview
      1. Amy Dopps, Mary Kay – Women's History Month / plug for Community Unity Ladies Night
      2. Goddard Woman's Club – Women's History Month
      3. USD 265 Art Teacher – Youth Art Month
      4. Vrana Chiropractic – Colon Health Month
    - iii. April Long-Range Preview
      1. Financial Literacy Month
      2. National Pet Month
      3. National Library Week
      4. School Library Month
      5. National Volunteer Month

## 6. National Poetry Month

- iv. The committee discussed the logistics of having multiple members that fit into categories in “busy months” and wanting to give everyone a fair opportunity without causing any resentment.
  - 1. One thing we talked about was to look at the rest of the year and figure out which months may have this issue (April, for example).
  - 2. We can then reach out to those members and see which month(s) would be better for them to be featured in
    - a. Or, we might say something along the lines of we’re looking to feature one financial institution for Financial Literacy Month and the first to reply will be featured. We are also looking at October (blank Month) and November (blank Month) as options as well.
    - b. Basically, we want to let our members know that everyone will have the opportunity to be featured and we’re not overlooking any member business.

## II. Old Business

- a. Times Sentinel Update
  - i. The proposal from TSN was officially approved by the Board.
  - ii. Angie will be meeting with Paul and/or Travis to finalize details in the coming weeks

## III. New Business

- a. Purchases to submit to Exec for approval?
  - i. None this month
- b. Items from other Committees?
  - i. None this month
- c. Board Members are encouraged to share 2-Minute Tuesday videos once they are posted
- d. Items to add to the agenda going forward
  - i. Review of press releases that need to be written for the upcoming month
  - ii. Review of stats from all social media platforms
  - iii. Review of our progress on the Communications portion of the strategic plan