

Communications Committee Meeting Minutes

January 22nd, 2020

Attendees: Erinn Bock (Committee Chair), April Hernandez, Maggie Seiler, Angie Duntz

- I. Monthly Communications Plan Review
 - a. What needs to be pushed in February?
 - i. Health Fair – February 22nd
 - ii. LeadG Event – February 29th
 - iii. Neighbors United Sign-Up
 - b. Review Communications Plan for Quarter 1 2020
 - i. Angie is still finalizing the plan, but is working on getting posts scheduled and whatnot
 - c. February Newsletter
 - i. Review process of putting the newsletter on the website
 1. Worked pretty well for January.
 2. Moving forward, Erinn will put together the first draft of the newsletter, then email the rest of the committee, who will log in and check. Angie and/or Erinn will make final changes.
 - ii. Health Fair
 - iii. Annual Mixer – sponsor thank you
 - iv. Monthly Events
 1. Luncheon – Danielle will present
 2. After Hours – at the Chamber office, sponsored by Meritrust
 3. Coffee – at Pathway
 - v. Business and Citizen of the Year winner photos
 - vi. Ribbon Cutting photos
 - vii. Mixer Survey (Angie will provide link)
 - viii. 2-Minute Tuesday Schedule
 - ix. Link to Blog (and blurb that the blog exists)
 - x. Dove Estates 5K
 - xi. Library Events (April will email)
 - xii. Tanganyika events
 - xiii. Neighbors United
 - xiv. Leadership Event
 - xv. Ladies Night March 10th
 - xvi. Late Fees / Day of Pricing for events
 - xvii. Check out the committees!
 - d. 2-Minute Tuesdays – February (American Heart Month)
 - i. KS Strength and Performance
 - ii. Iron Nutrition (once they've joined)
 - iii. Health Fair
 - iv. Leadership Event

- II. Old Business
 - a. Times Sentinel Updates
 - i. The official decision is to place ads for special events as well as quarterly ads for member levels
 - ii. They have asked us about trading their membership for ads
 - 1. We discontinued this in the past, since many of our members provide services that they may also wish to leverage as trade.
 - 2. However, we do trade with some members (e.g. Tanganyika, Wichita Chamber), but we receive greater benefit versus the cost of the membership. For example, at Tanganyika, the Annual Mixer rental would normally be around \$1,500 to \$2,000, and we trade a Gold Membership for that.
 - 3. Angie will meet with Paul and Travis and discuss them putting together a proposal that would give the Chamber a higher dollar amount (say \$250) in advertising space for a Basic Business Membership
 - 4. If TSN is okay with that proposal, the committee recommends the Board vote to allow the trade for their membership.

- III. New Business
 - a. Hoot Suite
 - i. Angie is pretty sure that our website has the same functionality without an additional subscription fee. If that's not the case, we'll revisit this at a future committee meeting
 - b. Equipment purchases
 - i. Committee approved purchase of a tripod for cell phones
 - ii. Committee approved purchase of an Amazon Firestick for the new (to us) TV in the office.
 - c. Items from other Committees?
 - i. From Finance – we need to add a section to the agenda for approval of expenses (based on the new card limits for committee chairs, Finance needs a complete picture of what each committee proposes to spend each month).