



Central Texas African American Family Support Conference Outreach Committee Minutes

Date: Wednesday, August 14, 2019
Time: 11:30am -12:30pm
Location: Conference Room 2, 1430 Collier St, Austin, TX 78704

In Person: Lady Jane Acquah, Kimberly Holiday, Lisa Quinn
On Phone: Kacey Hanson and Falecia Rivers

- 1. Welcome:** Kimberley Holiday opened the meeting, and attendees introduced themselves.
- 2. Follow-up from the previous meeting:** Members were encouraged to distribute materials to churches with which they have relationships.
- 3. Outreach & Marketing Strategy Plan:** Lady Jane Acquah distributed an Outreach Plan and discussed the need to reach out to organizations and local groups to increase the number of paid participants. [Flyers and posters will be distributed at various events plus places like senior social clubs, community centers \(i.e., YMCA\), youth centers, area school districts, libraries, shelters and religious centers \(churches and mosques\).](#) Social media, public service announcements, emailing previous attendees, and traditional media are all ways to market the 2020 conference. Volunteers/ foot soldiers needed for a successful outreach program. Parameters for outreach include surrounding counties and Spanish language areas. The Call for Papers will open on August 29. Media outreach will begin in October.
- 4. Open discussion for members to share their ideas:** [Members who can participate in media interviews will be identified. A fair budget will be determined for possible partnership with media houses such as KAZI Radio. A media sponsorship package needs to be developed for the outreach team.](#)
- 5. Task till next meeting - communicate all ideas and upcoming events in the community to Lady Jane:** All planning committee members will be asked to help distribute materials and increase attendance at the conference.

2020 Conference Date/Location

Palmer Events Center

February 10, 2020 Set up
February 11, 2020 Day 1
February 12, 2020 Day 2

Awards Committee

Second Thursday of Each Month
9am-4pm* / special work day
Next Meeting September 12 at Hogg Foundation

Program Committee

Second Tuesday: September 10
10am – 12pm

Planning Committee

Third Wednesday – August 21
11:30am – 1pm at 1430 Collier

Fundraising/Sustainability Committee

Fourth Wednesday - August 28
12- 1 pm at 1430 Collier



Follow-Up Items

Flyers and posters will be distributed at various events plus places like senior social clubs, community centers (i.e. YMCA), youth centers, area school districts, libraries, shelters and religious centers (churches and mosques).

Members who are able to participate in media interviews will be identified.

A fair budget will be determined for possible partnership with KAZI Radio.