

**Central Texas African American Family Support Conference
Outreach Committee Meeting Minutes**

Date: Wednesday, September 11, 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: None

1. **Welcome & Introductions:** Attendees greeted each other and opened the meeting.
2. **Follow-up from the previous meeting:** Items were reviewed. Website pages are live and receiving conference registrations and sponsors.
3. **Implementing the Outreach & Marketing Strategy Plan:** To date, there have been seven video tapings of members promoting the conference and highlighting a variety of relevant conference topics. [Members are requested to share videos on their social media accounts so the information reaches a broader audience.](#) New videos will be released every few weeks. Integral Care's Facebook account will boost conference information. [Flyers translated into Spanish will be made available to Parent Peer Supports in the Austin school district.](#) Attendees discussed the need to look beyond the local area for nominations for the awards and scholarships. Also discussed was the possibility of separate flyers promoting awards, scholarships, call for papers, etc. Each flyer could have a slightly different color scheme for distinction. Additional outreach to Catholic, Methodist, Muslim and other faith denominations is needed. [Lady Jane Acquah will follow-up with local mosques regarding conference attendance for African American and African congregation.](#) Members discussed the Media Sponsorship Opportunities flyer. Ideas on how to partner with local media were discussed. Ideas for partnering with KAZI Radio included creating a wish list of possible promotion ideas, determining a reasonable and fair value of KAZI's contributions, and recognizing the station at the conference. [Lady Jane Acquah and Kimberly Holiday will meet to discuss radio scripts and other promotional logistics.](#)
4. **Pre-conference reception:** Reception details will come from the Fundraising Committee. Outreach members are prepared to help in any way necessary to promote the event.

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 – October 10

10-11:30am

Planning Committee

Third Wednesday – October 16

Fundraising/sustainability Committee

Fourth Wednesday - September 25

12- 1 pm at 1430 Collier

Outreach & Marketing Committee

Second Wednesday – October 9

11:30 – 12:30

Program Committee Next Meeting

Second Tuesday – October 8

10am – 12pm



11:30am – 1pm at 1430 Collier

Follow Up From September Meeting

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