



Outreach & Marketing Committee Meeting Minutes

Date: Wednesday, May 13, 2020

Time: 11:30am -12:30pm

Location: WebEx

Attendees: Lady Jane Acquah, Kimberly Holiday and Lisa Quinn

- 1. Welcome and Introductions:** Members greeted and welcomed each other.
- 2. Review of 2020 Strategy and Feedback:** Members discussed if there were any marketing gaps from the 2020 conference. It was determined there were no gaps - items will also be included on the June meeting's agenda. There is currently no co-Chair for the committee.
- 3. 2021 Outreach and Marketing Strategy:** More specific detail on how people found out about the conference was requested. The information will help to know which places to target and how to market to places. Additional African American groups are being sought as conference sponsors. Small donations are just as important as larger ones. [It was discussed having a joint Marketing & Sustainability meeting in June to discuss pre-conference marketing to individuals.](#) Ideas for combining events planned by other organizations with mid-year conference education/promotion was discussed. Events can be published on Facebook Live and also kept on the conference page for future viewing. Partnerships with AMEN, past presenters, pastors were suggested. Examples of possible topics such as self-care and grief were proposed. Due to COVID-19, flyer distribution will be more challenging; therefore the idea of putting posters in churches was shared. [Kimberly Holiday will share the contact information for community activist Christina Muhammed.](#) She may be a good resource for a future educational session at the conference.
- 4. Other Business:** Committee discussed the importance of the Facebook page and generating more views and spreading the word about the conference tag line of "Together We Will Heal".