



## Outreach & Marketing Committee Meeting Minutes

**Date:** July 8, 2020  
**Time:** 11:30am -12:30pm  
**Location:** Zoom Meeting

**Attendees:** Lady Jane Acquah, Kimberly Holiday, Lisa Quinn, Vickie Black, Fabian Wood.

1. **Welcome and Introductions:** Members greeted each other. Vickie Black and Fabian Wood reintroduced themselves with Fabian saying that the D. Wood Foundation is looking to do more for CTAAFSC.
2. **2021 Outreach and Marketing Strategy for a virtual event:** Lady Jane briefed members on the work being done to take the conference virtual. At the last Planning meeting, some members asked that we research a hybrid conference with satellite locations. Lady Jane reported that she looked into it and it would not be cost and labor effective. Members agreed that we have an opportunity to plan a one of a kind conference to reach a lot of people nation-wide.

Members expressed concern that attendees may not fully participate in an 8-hr day conference for 2 days. We should consider spacing out workshops and events throughout the day. Fabian Wood suggested pre-recording some sessions if possible. Vickie Black reminded members that the focus has been predominantly on mental health with very little push for IDD and SUD. She asked that we push all three equally.

Other discussions included advertising on radio and social media; how to reach people who do not have internet or computers; introducing incentives, T-shirts sales to commemorate the 21<sup>st</sup> anniversary and going virtual. Members questioned whether or not there will be a cost associated with attending a virtual conference and the justification for the cost.

3. **Promoting #TogetherWeWillHeal Forum:** First forum on July 15<sup>th</sup> at 1:30 pm. Members were encouraged to attend. The forum is a means of creating awareness for the conference.
4. **Other Business:** Kimberly reiterated that word of mouth is by far CTAAFSC's most effective outreach strategy. Members were encouraged to continue doing that. Vickie Black requested flyers be made for people who don't have access to internet or email accounts.