



Outreach Committee Meeting Minutes

Date: Wednesday, October 14, 2020

Time: 11:30am -12:30pm

Via Zoom

Attendees: Lady Jane Acquah, Kimberly Holiday, Lisa Quinn, Fabian Wood

- 1. Welcome and Introductions:** Members greeted one another.
- 2. Outreach and Marketing for Registration, Awards and Exhibitors:** Videos featuring each of the sub-committee chairs have been created and will be used in various marketing efforts promoting the conference and Yes2Best. Members are asked to share on various social media platforms. Budget for KAZI radio ads is \$300. The station's free community calendar and weekly newsletter plus featured interviews will also be used. Heavy marketing will be held until the last 30 days before the conference. To date 22 people have registered. Additional award nominations and exhibitors are needed.
- 3. TogetherWeWillHeal:** There will be a test run in November on AISDtv. Kimberly Holiday and Lady Jane Acquah will meet with Sonya Hosey and presenter in order to prepare. Local dentists Mason and McElveen will be a partial sponsor of the October forum. There will also be a \$25 raffle prize.
- 4. Other Business:**
 - a. Pre-conference Reception renaming:** Ideas for a different title are being formed and will be shared at a later time.
 - b. Community Wellness Advocate Award:** The idea for this award was proposed by the pre-conference event committee in order to acknowledge an individual or organization who advocate for the good of others. Nominating process will be simple and easy to complete. Details are still being developed.