



Outreach & Marketing Committee Meeting Minutes

Date: November 11, 2020

Time: 11:30am -12:30pm

Via Zoom

Attendees: Lady Jane Acquah, Lisa Quinn, Fabian Wood

- 1. Welcome and Introductions:** Members greeted one another.
- 2. Outreach and Marketing for registration, awards and exhibitors:** Advertisements have started for exhibitors, awards and registration. To date there are 30 registrants. Biweekly newsletters are continuing to be sent out. \$500 has been committed to KAZI for radio air time. Committee members will also appear on radio programs and the community calendar will include information on the conference.

Other advertising avenues include Villager, HOT FM, and Spectrum. YouTube and Google ads will be targeted closer to conference date. Additional ideas for marketing include a smaller radio station and/or in a different area. Lady Jane is working on establishing radio contacts. Fabian will reach out to Laverne Rogers.

- 3. TogetherWeWillHeal:** Monthly forums are continuing with good attendance. Next forum is Wednesday, November 18 and will be available online as well as on AISD-TV.
- 4. Other Business:** There was no other business to discuss.