

Development Committee Meeting 11.15.2021

Agenda

Meeting to be held virtually. Link:

Join Zoom Meeting

<https://us02web.zoom.us/j/82189516393?pwd=MUxYTVJ5WitQTGIWc0drVTgyN2VzZz09>

Meeting ID: 821 8951 6393

Passcode: 049794

- Call to order
- Approval of Meeting Minutes from 11.15.2021 (possibly delayed until Sonia is back)
 - motion by Julie, second by Sarah. Roll call vote, Sarah abstaining, Julie approve, Ann Approve. Meeting minutes approved from 11.15.2021
- Discussion of Role of Board Committees -Sarah
 - Board Chair Sarah Carter attended to discuss the scope of committees and their limitations.
- Old business-
 - Leadership update: LJA has renewed its membership in the Grand Ave Business associations. Julie will be attending the monthly meeting on Wednesday to see how that association could be of assistance.
 - RFP outline for leadership to use with marketing firms? Danniell has not had a chance to work on the RFP yet. Danniell walked through items that we need on an RFP. Use bullet points to define goals. Linda/Danniell/Ann will flesh out the full RFP in an attempt to share with the full board tomorrow.
 - Firm research/recommendation decisions? Reviewed list of researched options.
 - Other media/marketing recommendations? Small group of committee members will work on billboard type advertising for the next couple of months while firm is being hired.
- New business
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- Plan for Report to Board: Ann will give summary and recommendations to the full board tomorrow.
- Next meeting: ? forgot to schedule-possibly 2 weeks out? Ann will follow up.