

**Development Committee Minutes**

**12/13/2021**

**6-7pm**

**Join Zoom Meeting**

**<https://us02web.zoom.us/j/8942182962?pwd=Uythd2EycHpleXhFbUZWcGVyYWg3UT09>**

**Meeting ID: 894 218 2962**

**Passcode: LJA**

**Attendees: Ann Henderson, Linda Alter, Danielle Jones, Anna Robinson, Annie Lien, Julie Stewart, Eva Tangen**

1. Review and adopt minutes from 11/29 and 11/15; not done, only one board member in attendance
  
2. Old Business:
  - a. Updates on billboards: 3 going up

b. Updates on digital marketing plan: Annie working with Aimee having some trouble connecting but will be working on Google Analytics and facebook ads. Annie will do content to promote Thursdays info session and all attendees agreed to post it on social media. Annie and Anna will discuss reaching out to the media regarding a possible story on how LJA has handled COVID mitigation and results. Flyers have been posted in many places and spreadsheet are being kept. Danielle has not posted the RFP on websites but stated she would this week. No proposals have come in yet from the RFP.

### 3. New Business

a. Next meeting January 3rd 6-7pm