

Communications Committee Meeting

Report Oct 2021

Attendees: Barbara Halpern, Travis Oliver, Jared Gluskin, Jennifer Breslow, Nancy Colman, Richard Vaughn, Jonathan Lovitz

1. Jennifer reviewed the stats for FB and IG.
 - a. FB: 749 as of 10/26/21, reaching 578 people
 - b. IG: 24% interaction this month than late. Reach 668 account. 10 new followers.
 - c. Twitter: 29 tweets, 9 new followers
2. Travis proposes having a SM audit to see where our strengths are. The committee agreed. The audit is to be done in December.
3. Podcasts and NextDoor
 - a. Jared to monitor and give a report next month on NextDoor.
 - b. Richard suggested creating podcasts. 2-3 per month.
4. Ideas to boost our social media presence
 - a. Jonathan suggested a trivia to boost followers. If someone follows our social media platforms, the winner(s) will get a gift card. The committee liked the idea. Breslow Partners to manage this project.
5. Getting LGBT involved
 - a. Jonathan stated that each constituency group started their taskforces and there are going around to having roundtable discussions. Jonathan to send over the contact info.
6. CCRA This Week
 - a. Where can we find additional writers?
 - b. Pen and Pencil Club – Writer’s Club in center city.
 - c. Possibly using TikTok on our social media platforms.
7. CCQ
 - a. Nancy states the CCQ currently in production. Drop date is scheduled for Dec 1.
 - b. Travis to speak with Rick S. regarding business ads
 - c. Travis, Michele to talk with business champions members regarding placing ads
 - d. Travis to create a QR code for the membership page
8. Graphics for Taskforce on hold
9. 75th Anniversary Gala
 - a. Promoting in the CCQ
 - b. Travis to talk to Rick Gross regarding updates
10. Establish a monthly daytime meeting
 - a. Communications Committee meetings will be scheduled on the 4th Tuesday of each month at 2pm.