

Subcommittee Notes: Marketing and Communications
January 25, 2023

Members present: Chair Phyllis Cook, Annie Cupka.
Remote: Claudette Jordon, Shannon Tolliver.
Absent: Renee Parker, Tameeka Heyward.

Meeting called to order at 12:08pm by Phyllis, minutes from Nov 16, 2022, and current agenda distributed. No public present for comment.

SOCIAL MEDIA & BRANDING

~ Members reviewed the list of several proposed social media domain names developed by Shannon and reached consensus to present “Ralph_Bunche_Visualize_Rize” to the Advisory Committee.

~ Members reviewed the proposed logo developed by Dee’s students and agreed on the circular design, discussing various enhancements. These included modifying the two-color scheme to use some combination of the Ralph Bunche High School colors (royal blue and orange) and the Visualize & Rize colors of gold and black. Font size adjustments were also suggested, along with a couple of wording adjustments to include an “and” or ampersand V&R. Annie will ask Dee if her class might come back with the font and wording changes and provide two or three different samples with the colors combos for the subcommittee to compare.

FUNDRAISING LAUNCH EVENT(S)

Members discussed the recent proposal from the January 18 meeting to hold a large event to formally announce fundraising launch for the Project, ideally at the UMW-D auditorium in September or October. Annie also had suggested holding a second smaller invitation-only event with philanthropists and representatives of philanthropic organizations/foundations and select local businesses asked, to garner interest for higher dollar donations toward the project. Publicity not needed for small event(s), but suggestions on potential invitees would be welcome. Renee had suggested at that meeting a special events ad hoc committee be formed to focus effort on such events. So far, Annie, and Claudette had signed on. Shannon was asked if she would also participate on the ad hoc committee, and she committed to take part.

How can our Marketing-Coms subcommittee assist? Ask County to supply its contact list used for the annual Business Appreciation event.

More suggestions are needed to help publicize the public fundraising launch event -

GENERAL DISCUSSION

Shannon noted that Visualize & Rise has been busy. It will hold a dinner dance March 4 at the Citizen Center. The meeting adjourned at 12:40pm

MEETINGS

Next whole-group meeting: 3-4:30pm, March 8, 2023, Citizens Center

Next Marketing-Coms Subcommittee meeting: Noon, March 22, 2023, Citizens Center