

Subcommittee: Marketing and Communications
Noon February 22, 2023 - King George County Citizens Center

CALL TO ORDER - Distribution of today's Agenda and Notes from January 25, 2023
PUBLIC COMMENT

UPDATE ON ACTIONS/PLANNING
~ Progress toward social media accounts
~ Proposed Logo

GENERAL DISCUSSION
~ Additional Ideas to publicize Fundraising Launch Event for the Fall
~ Ideas to keep public regularly informed on plans and progress, quarterly-ish
~ Imminent Action Items list – review and note, as needed

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IMMINENT ACTION ITEMS (edited down) from February 8, 2023, meeting:

CAPITAL CAMPAIGN – Suggest titles of giving levels for donations for approval.
Annie to provide timeline template for grants and other funding opportunities with key dates.

MARKETING-COMMUNICATIONS –
Annie to provide logo samples from Dee's class with modifications.
Request approval of "Ralph_Bunche_Visualize_Rize" for the social media - March 8 meeting.

MUSEUM-HISTORICAL – Present language for announcements to crowd-source photos, documents, and memorabilia for museum collection.
Present selected "Deed of Gift" document(s) for use with museum collection.

SPECIAL EVENTS (Ad hoc) – Meet/organize ASAP. Annie, Claudette, and Shannon, so far. Chris?
Propose dates for Fundraising Launch and small invitation-only event(s) to secure venues and present to Committee. 3/8?

Claudette (maybe Stephanie?) to host table March 9 - STEAM Night 5 -7pm (4:40pm dinner) at KGHS.
Claudette to join Stephanie's post-race swag table March 11 at Sheetz, Owens Road at James Madison Pkwy.

Annie is seeking date and time information about the annual YMCA Family Fun Day in April.
Renee is seeking information to explore participation at Family Day, May 6 , Sealston Park.

KG Farmers Market May-October 8am-noon on Saturdays. Booths for non-market members \$40 each time.
Members should decide soon (March 8) on which two or three Saturdays to book, as they can sell out.
Members to discuss and decide where money from for fee.

MEETINGS

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

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