

2015-09-10 Communications Meeting Minutes

Participants: Walter Fowler, Mike Doub, Meg McCann, Diane Doub **Absent:** Lindsay Carroll, Ben Abrams

1. 2015 Calendar Events - Discussion: getting the word out and supporting upcoming events

- A. Forest Botanical Tour, April Members Meeting and Funny Girl Farm Tour – Discussion: Publicity for event **COMPLETE**
- B. Sue Whitfield Commemoration
ACTION: **Walter** to write the commemorative speech; deferred until bench is ready **IN-Progress 8/28/14** Bench installed, will give at Country Breakfast when family is present **9/12** Family not attending Breakfast so need another time – **9/25** new plan is to ask family for a date they can attend and then invite NHIA members – **4/2** looking to do in conjunction with the family home going up for sale in April. **COMPLETE**
- C. Ice Cream Social (Sunday, July 12th)
Discussion – What does Comms need to do to support the event?
ACTION: Publicity for Ice Cream Social **COMPLETE**
Walter to setup NHVFD sign
Mike to send mailchimp email
Lindsay to update web page
Ben to update Facebook
Diane to include in newsletter
- D. NHIA Members Meeting (Tuesday, April 28th) **COMPLETE**
Discussion – What does Comms need to do to support the event?
ACTION: (from Board) **Comms** to handle publicity for the Members' Meeting
Walter to set up NHVFD sign
Mike to send mailchimp email: use Walter's verbiage from the newsletter.
Lindsay to update web page with blurb
Ben to update Facebook
Diane to include in newsletter
ACTION: **Walter** to see if he can borrow a projector for the April 28th members meeting. **COMPLETE**
- E. Country Breakfast (Saturday, Oct 3rd) - Support request from Alison
- Alison created a page on Sign Up Genius for volunteers to sign up at www.SignUpGenius.com/go/20F0A48ADAC2FA3FD0-country . We are hoping Communications can send an email out to the entire database with a call for volunteers with the link in the email. We could add mimosadrive listserv as well.
 - Mike is going to set up the big signs 2 weeks before (Sept 26-ish)
 - Communications to make sure there are membership forms and info at the breakfast.
 - Mike is going to talk to Ben Abram about Funny Girl Farm support
 - Communications is going to send emails to the county commissioners inviting them to the breakfast. (Walter says this can be done on the county's website)
- ACTIONS:** Publicity & Support for Country Breakfast
Mike to send out volunteer sign-up email on **Mon, Sept 14th**
Mike to create signage of proper dimension by **Sept 19th**, (two weeks before the event)
Mike to get Jim to help setup the 3 NEW signs on **Sat, Sept 19th** @ both Whitfield ends & Erwin/751 circle
Mike to setup NHVFD sign & send Ben a photo by **Sat, Sept 26**
Mike to invite county commissioners
Mike to send MailChimp email by **Tues, Sept 29th**
Lindsay to update web page by **Tues, Sept 29th**
Ben to update Facebook by **Tues, Sept 29th**
Diane to include in Sept newsletter by weekend prior to event (**Sat, Sept 26th**)
Meg to contact news outlets (Chapel Hill News/WCHL/etc.)
Meg to insure new member forms are available at the breakfast
Walter to contact Funny Girl Farm about supporting the breakfast
- F. Members Meeting (Tues, Oct 6th)
ACTIONS: Publicity for Members Meeting
Walter to setup NHVFD sign & send Ben a photo immediately after the Breakfast on **Sat, Oct 3rd**
Mike to send MailChimp email by **Sat, Oct 3rd**
Lindsay to update web page by **Sat, Oct 3rd**
Ben to update Facebook by **Sat, Oct 3rd**
- G. Annual Members Meeting & Board Elections (Tuesday, Nov 10th)

- ACTIONS:** Publicity for Annual Members Meeting & Board Elections
Walter to setup NHVFD sign & send Ben a photo by **Tues, Nov 3rd**
Mike to send MailChimp email by **Tues, Nov 3rd**
Lindsay to update web page by **Tues, Nov 3rd**
Ben to update Facebook by **Tues, Nov 3rd**

H. Turkey Run (Saturday, Nov 14th)

ACTIONS: Publicity for the Turkey Run

- Walter & Mike** to create new signage by **Sat, Oct 31st**, two weeks before the event
Mike to get Jim to help set up the 3 NEW signs by on **Sat, Oct 31st** @ both Whitfield ends & in front NHVFD
Mike to send Ben a photo by **Tues, Nov 10th**
Mike to send MailChimp email by **Tues, Nov 10th**
Lindsay to update web page by **Tues, Nov 10th**
Ben to update Facebook by **Tues, Nov 10th**
Meg to contact news outlets (Chapel Hill News/WCHL/etc.)

2. Communication Systems

- a. **Website - Discussion:** (none)
 • ACTION: **Meg** to provide copy of signed lease **COMPLETE**
- b. **Facebook - Discussion:** (none)
- c. **Newsletter - Discussion:** Newsletter needs to go out a week prior to the Oct 3 Country Breakfast. All info needs to be in by Friday, September 25th. Alison provided the breakfast prices: \$7/adult, \$5/ Senior or child, \$3 for 1 biscuit w/meat. Still need a good tag line for the October meeting
 ACTION: **Walter** to write Letter from the Board
 ACTION: **Walter** to send Whitfield bench dedication presentation
 ACTION: **Walter** to update Registration form for Turkey Run
 ACTION: **Diane**, in next Newsletter, to do an update about Natural Gas in the Mimosa neighborhood pending gas line installation – 9/14 Gas lines are installed but team decided not to include in the newsletter - **COMPLETE**
- d. **List Server/Emails- Discussion:** (none)
- e. **Signs - Discussion:** Mike showed an actual first sign; wood frame still needs painting and other 2 signs need to be made.
 • ACTION: **Mike** to create a sign mock-up to share at board meeting on budgets **COMPLETE**
- f. **News Outlets – Discussion:** (none)

3. Other Business

a. **2015 Communications and Budget**

Discussion: Budget submitted and finally approved in July

	2015	2014
Website	\$ 10	\$ 520
Facebook	\$ 50	-
Newsletter Printing	\$ 325	\$ 510
Postage for 1 Newsletter	\$ 0	\$ 300
4 Event Signs	\$ 340	-
Annual election ballots	\$ 15	\$ 15
TOTAL	\$ 740	\$1345

- b. **Change NHIA address to 4014 on website, newsletter, etc.**
 Decided to wait until after next board meeting to address

Next Communications Meeting to be scheduled for **TBD**.