

## Communications Report

May 25, 2021

Attendees: Barbara Halpern (chair), Jennifer Breslow, Jonathan Lovitz, Maggie Mund, Travis Oliver, Richard Vaugh

### **Annual Meeting**

Travis discussed the logistics of the annual meeting. Then, he did a “walkthrough” with the Committee and Maggie about “spotlighting” the speakers. Maggie was okay with it.

Travis said the meeting would be uploaded to YouTube.

Jonathan created a backdrop that the speakers could use and distributed to the committee.

### **Social Media Plan**

Travis introduced to the committee that we should draft a Social Media (SM) plan for the beginning of the FY. He explained that he spoke with the Development Committee chair, and he informed him that they plan on have at least three events – “Casino Night,” “House & Garden Tour,” and the 75<sup>th</sup> Anniversary celebration. Barbara stated that we should create a blanket statement we can use.

Travis added that he spoke with the Membership Committee Chair, and she informed him that they would like to do at least two “Meet n Greets” this FY beginning in the fall (depending on the COVID situation). Barbara recommended that we could use the Pyramid Club as a possible location.

Since the city will be “reopening” soon, Barbara suggested that the Membership Committee contact restaurants to see how we can help them out. Jennifer thought it was a great idea.

Barbara asked Travis if the Finance Committee completed the budget. Travis responded, “not yet,” but told the committee how much we are seeking. Barbara wanted clarification of where the money is going. Travis explained that most of the money is designated to Breslow. The remainder will be for marketing on our SM platforms. Travis also added that the money allocated is for Communications only. Monies spent will not be for events. That will be budgeted separately.

Barbara stated that in the next FY, there would be three projects CCRA will be working on:

- Diversity – CCRA should partner with other civic associations. Jonathan suggested getting in contact with the West Phila. Corridor Collaborative ([westphillycc.org](http://westphillycc.org)) and is willing to help us partner with them.
- Giving Community – this is still in discussion.
- Clean, Safe, and Green - this will be divided into three committees. More details will be released in the next FY.

Submitted by: Travis Oliver