

CCRA- Communications Report
1/27/21

We had a meeting on 1/26/21. In attendance were Travis Oliver, Richard Vaughn, Jennifer Mansfield, Nancy Coleman and new member, Jonathan Lovitz.

SOCIAL MEDIA PLATFORMS

Current focus is improving communication among us, so that all are aware of important local issues and CCRA initiatives. Social media platforms can then best reflect our mission and actions. We will continue to tag people on Twitter and FB to broaden our reach, as well as restaurants.

For Feb., focus will be on Black History Month and Valentine's Day, in addition to the above.

BUDGET

Communications Committee wants a budget so as to increase our outreach on our platforms. Jenn and Travis are coming up with a small budget request and Jonathan will be exploring some matching/available funds for outreach.

CCQ

We are building relationships with local restaurants, since it is not the right time to sell ads, although Travis is attempting to solicit some from our old advertisers. Jenn is using her contacts to place ads in the CCQ for free, until business picks up. We can then hopefully convert some of these leads into paying advertisers.

We talked about 30-40 sec video ads, but this is for the future, as we have no one to pursue this currently.

ENEWS

We are thinking of renaming the Enews, and will consider if a different date on each title will get us into more people's "inbox", especially in gmail. Travis will add the url to the Enews, so people viewing it on their phone can view it, if they are having trouble. Jonathan will check out other formats to compare ability to access via mobile device.

MEETINGS

We will have regularly scheduled meetings on the fourth Tuesday of each month at 11am.

Respectfully submitted,

Barbara Halpern