

## 06/27/22 FHANA Marketing Committee Meeting

### AGENDA

#### FHANA Marketing Committee Meeting

Committee Members: Marchelle Valenchi (acting Chair), Allison Thomas (board representative), Katie Wenger, Mark Muilwijk

**1. Call to order**

**2. Minutes**

Katie asked if we needed to approve May minutes as the board has already accepted them. Allison said we couldn't do anything with those minutes as we don't have quorum. **3. Logo**

Discuss logo use, ramifications of unauthorized use, and licensing

Mark gave a rundown of logo use policy updates

Discuss who is allowed to use the logo and how they can use it

Discuss royalty possibilities

Marchelle and Mark to finish working on logo use document

**4. No update on social media outreach.** Allison will look into tailwind and get back to Katie when she understands how best to utilize it for social media

**5. Discuss Newsletter**

Talk to Jason about using the existing newsletter and sending it to nonmembers.

**6. Merchandise**

Marchelle is working on examples of merchandise with an artist and will give an update when completed.

**7. Adjourn**

Motion made by Katie; Mark seconded.

Next meeting scheduled July 11th 8pm est.

