

7/11/22 FHANA Marketing Committee Meeting

AGENDA

Committee Members: Pam Groom, Kendall Habermehl, Allison Thomas (board representative/ acting chair), Katie Wenger

1. Discuss licensing policy
  - a. Questions about having a lawyer give his or her input on the policy.
  - b. Go over any questions anyone has about the policy
  - c. Discuss the spark notes version that will be on the FHANA website, suggest it include examples.
  - d. Katie motioned to approve logo use policy and send it to the BOD with recommendations that a lawyer reviews it. Kendall seconds. Passed unanimously.
2. Approve minutes
  - a. Pam motions to approve, Kendall seconds. Passed unanimously.
3. Social Media Content
  - a. No update on getting content from other committees.
  - b. Kendall and Katie to reach out again and gather content from other committees to post on social media.
  - c. Suggestion to assign committees a day of the week to feature their content. Kendall and Katie will work on that calendar together
  - d. Suggestion to highlight different chapters every month.
  - e. Allison is working on tailwind.
  - f. Suggestion to crowdsource photos to feature as well as reach out to the editorial committee.
4. Newsletter
  - a. No update, Allison to talk to Jason about it
5. Adjourn.
  - a. Katie motions, Pam seconds. Passed unanimously.

Next meeting August 8, 2022 8pm est