

AGENDA FOR CACP EXECUTIVE COMMITTEE MEETING
JANUARY 20, 2022 AT 9:00AM

Attendance:

Kenneth Kalbunde
Jessi Beauchamp
Monica Dwyer
Jon Hickman
Mike McNeil
Sara Mills
Eileen Zell
Rebecca Zimmelman
Rachel Pettinato
Laura Thudium
Danielle Levy
Barbara Hummel
Jordan D'Addario

1. Update from Kenneth and Jessi re GPM
Updating 2011 Participation Agreement- questions related to Zoom. Should we be recording Zoom Collaborative meetings? Only if everyone is aware in the meeting.
Update to terms regarding Zoom Collaborative meetings. Send to general membership for Notice and Comment.
2. Committee Chair Reports:
 - a. Treasurer (Jon Hickman)
Setting up bank account. Still finishing training Jon. Welcome, Jon!
 - b. Membership (Laura Thudium/Rachel Pettinato)
Good numbers for membership so far. Online renewal for current members; but need to manually add new members.
 - c. Training (Danielle Levy/Jordan D'Addario)
See below.
 - d. Marketing (Monica Dwyer)
 - e. FRS (Sara Mills)
The FRSs have been meeting since last summer, but not at full capacity. We need to make sure that we are including new FRSs on the cases as well to make sure that the new FRSs are engaged.
Plan to highlight those that have joined during COVID to highlight those people since they have not been able to market themselves.
3. Training updates
 - a. Cost and registration for March 4th Training – can we use membership works?
Determining price today for March 4th training. Around \$50.00. Should be a cost "neutral" event.
People already interested in event. Were told to save the date. Thinking about half day.
Options for Zoom? Talking to speaker.
 - b. Updates on full day training
 - c. Updates on credits

CLE application have been sent for Ohio by Jordan.
Jessi is working with Trista on application for KY.
Barbara Hummel wants to get CEUs for the FRSs.
Jordan developed a certificate for the FNs.

4. Membership Updates

- a. Reminder to membership about renewals
- b. Emails – issues with members getting communications
- c. Membership packets – continue discussion of what is available online

5. Marketing Updates

a. Facebook Marketing

i. Someone managing Facebook Page

Blake and Monica are going to be meeting.

It has been determined that if we are going to advertise through Facebook; we should have a running Facebook.

Monica has a meeting with a woman who just started a marketing business from Blanchester. Perhaps we have a Lunch and Learn with a marketing team. Rachel also has a contact to discuss what a relationship could look like.

Need to get clickable logos out!

ii. Member Highlights

Not only on Facebook group but also at upcoming meetings/trainings to get some exposure to new members.

. NPR ads

Do we want to continue these ads? Pay per message. Are we getting a lot of feedback from it? Current cost: One run in the first quarter (6-8 weeks) \$2,650.00. Last year we did that run twice because there was extra money to double the marketing budget. Currently in the budget, we have an amount for one run.

Kenneth is going to reach out to Maury to ask about his success for NPR.

If you don't do it enough, you're just throwing money away. Are we under that threshold?

Purchase a podcast room?

Money Talks? Nathan Backrack?

Spotify ads?

Sirius radio?

6. New Intro Training

. Virtual training in April

a. Erinn doing the training

7. IACP – World Creativity and Innovation Week Project

. <https://wciw.org/iacp/>

This is from the IACP. Pushed to Feb. Meeting and let Hillary introduce this!

8. Other items for discussion