

**Community Foundation of Middlesex County
Marketing & Communications Committee**

Tentative Agenda

Monday, March 13, 2017

8:30 a.m.

Ground Floor Conference Room, CFMC, Middletown

- **Call To Order**
- **Introduction: Kristin Carl, Communications Coordinator**
- **Approval of Minutes of January 23, 2017**
- **2017 CFMC Marketing Communications**
 - **2017 Marketing Communications Plan** (update to be distributed)
 - **49 Main Street Open House planning**
 - **Leveraging and Raising Awareness Regarding Specific CFMC Focus Areas and Funds (Sari A. Rosenbaum Fund for Women & Girls; Animals: Respect & Friendship Fund; 365 Fund)**
 - **20th Anniversary**
 - Communicating the 20th Anniversary – develop methodology, strategy, and action steps
 - Telling the impact stories – how to do this easily and effectively
- **Other Business / Open Issues**
- **Adjourn**

2017 Meeting Schedule:

Monday, May 8

Monday, July 17

Monday, September 18

Monday, November 13

If for any reason you cannot attend this meeting, please contact Kristin at 860-347-0025 or Kristin@MiddlesexCountyCF.org. Thank you.

Community Foundation of Middlesex County

Marketing & Communications Committee

Minutes of January 23, 2017

Present: Greg Rainey (co-chair), Susan Daniels, Donna Lee Gennaro, James Gomes, Sarah Wadle, Wally Jones, Cynthia Clegg, Thayer Talbott

Absent: Brian Abely (co-chair), Diana Gregory

Call to Order: 8:33 a.m.

Minutes of November 11, 2016 were accepted on a motion by Ms. Daniels, seconded by Mr. Gomes.

Staffing Update: The interview process is complete and Kristin Carl has accepted the position of Communications Coordinator. She will join the team February 6, 2017. CFMC is very pleased to have her as an addition to the team.

Introduction of New Committee Member: The Committee welcomed Donna Lee Gennaro. Ms. Gennaro lives in Ivoryton and has a theater arts background. She has a passion for arts incubators and bringing arts programming to underserved populations, particularly children.

Board/Committee Portal Update: The Board/Committee portal will be the primary vehicle for distributing information to the Board and Committees. The full roll out and training is occurring during first quarter and all appears to be going smoothly. If any member has difficulty accessing the portal, staff is happy to assist them.

2017 CFMC Marketing Communications Plan: Susan Daniels, Paulson Daniels, has developed a comprehensive plan outlining the communications paths in place for 2017, including those items included in the Paulson Daniels contract. Staff is working on including these items into the overall communications action plan, including which items are handled by Paulson Daniels and which by staff. Ms. Daniels reviewed the major communications efforts underway, including continuing the monthly column in the Shore Publishing papers and the advertisements. She explained that she has been in touch with several of the other community papers about also carrying CFMC's column. Shore Publishing has given approval to use the same column material in those papers which appears in the Valley Courier and Harbor News. CFMC will continue with the weekly Feel Good Friday segments on iCRV Radio. The Committee asked if it is possible to find out the listenership numbers to get an idea of the reach. Staff will talk with iCRV Radio and find out what demographic information is available. During 2017 the Feel Good Friday segments will follow a monthly theme to better communicate what CFMC does in the community and to tie several segments together. The Committee suggested developing a two-minute Facebook video segment to appear each month which would also highlight the theme for that month and help raise awareness and followers. If the video aired at the beginning of the month, it could be used to communicate upcoming guests during the month and drive more listeners to the segment each week. The Committee requested that the 2016 columns and ads be combined and distributed via the portal and that the same be done during 2017. Staff will work on these documents and get them uploaded. The columns and ads

are also being added to the CFMC website news post section as they appear and can be announced on social media.

20th Anniversary Communications: The Committee discussed ways to better communicate and highlight the “grassroots” aspect of CFMC, particularly in light of the increase of giving circles in the community. Groups are getting together to take a more active role in supporting programs and services; CFMC needs to find ways to let these groups know that they can do this through giving circles at CFMC. Marketing and communications efforts should emphasize the ease of using CFMC to impact the community; the Committee was asked to consider how to make this connection, and how to encourage individuals and groups looking to make a more active impact to work with and through CFMC. This messaging can be worked into the 20th anniversary messages of connecting the dots and leveraging resources to enhance the community as a whole.

Other Business / Open Issues

- **49 Main Street Update:** The move is scheduled for February 28th. Furniture and boxes will be moved throughout the week prior, with the major furniture move on Saturday, February 26. The technology and phones will be moved on February 28 and announcements are being prepared for the website and social media so that donors and friends know CFMC will be “off line” on that date.

Priority / immediate needs and actions:

- Develop forums focused around Connecting the Dots and the Power of Partnership to tie into the 20 Years of Philanthropy, Leadership, Legacy. This is CFMC’s cornerstone that everyone is a philanthropist. These panels will be organized as community discussions to introduce groups to CFMC. The gatherings can be small, localized fundraisers as well as a larger “What is Community Leadership?” event with a panel of 3 or 4 recognized community leaders who can speak to what makes a leader, what is leadership, and how can everyone work in a leadership capacity to better the community. This will highlight CFMC’s place as a leader and a networker as well as encouraging the community to build inclusiveness and engagement
- Organize the “grand opening” open house of 49 Main Street. Invite the community to join, but ensure specific invitations are sent to all the town, civic, and nonprofit organizations. Include a ribbon cutting and invite the Middletown Police Department Band to lead the event. Determine if there are other “dignitaries” in the community who should get a special invitation. Develop messaging for social media and e-news to announce the open house and do the follow up recap.

The next regularly scheduled Committee meeting was confirmed for March 13, 2017 at the Community Foundation’s new offices, 49 Main Street.

The meeting was adjourned at 9:41 a.m.

Respectfully submitted,

Thayer Talbott