



Date: April 11, 2019

Committee: Marketing Committee

Members: Emily Butler, Lisa Mills and Brandi Smith

**Summary of Committee Activity:**

The Marketing Committee shall provide guidance on the following:

- Social media engagement locations and messaging
- Website content
- Market research to expand membership reach
- Establish and maintain marketing plan and strategies

The Marketing Committee Chair is Emily Butler.

**Actions/Follow Up:**

Marketing Committee met on 4/11/19 to discuss plans and initiatives. Next meeting is tentatively scheduled for late May/early June 2019. During this time, the Committee intends to develop a marketing plan and update the Charter and present to the Board of Directors for approval.