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Membership/Communications Committee Meeting

February 9, 2022 11:00am

Via Teams

MINUTES

Call to Order/Roll Call

Members Present: Rob Aiken, Marijean Remington, Joe Russo, Eric Virkler

Members Absent: Jeremy Evans, Greg Hart, Brian Gladwin, Dale Rice

Others Present: Aviva Gold, Michelle Capone, Shaun Donnelly (National Grid)

NCA Website

- The NCA website needs to be revised to reflect the value of membership
- The basic structure is solid
- Local imagery needs to be added; it was suggested that a call to membership go out next meeting (and via e-news) for local images at least 2K pixels wide; we will also do a better job of taking photos at NCA forums
- Revision of the headers “what we do” and “who we are” may help clarify the value of membership
- Content will be based on priorities identified in the strategic planning process that will be complete before the June Annual Meeting
- Aviva and Michelle will work together on wording after the strategic planning process is complete and Shaun will help with any bigger changes, as well as ease of updating.

Adjournment: 11:27 am

Next Meeting

March 9, 2022 at 11:00am via Teams