**Communications Committee Meeting**

November 9, 2022**,** Via Teams

**MINUTES**

**Members Present:** Rob Aiken, Michelle Capone, Aviva Gold, Joe Russo, Matt Siver

**Members Absent**: Carol Calabrese, Jeremy Evans, Brian Gladwin, Marijean Remington, Molly Ryan,   
Eric Virkler

**Fall Forum Recap**

* Need more than 10 survey responses. Aviva will include the survey link with board material email.
* Good topic offerings from responses; special interest to Agriculture and the specific challenges facing that sector
* Consider Hotel Saranac as venue for future events

**Additional Strategic Plan Focus**

* To reach additional staff at member organizations;
  + Aviva will send an email to members asking who else from their organization should be included
  + Aviva will add a line to the membership form for additional contacts within new/renewing member organizations
  + Add local and state elected officials
    - Get contacts through IDAs?
* Social media
  + LinkedIn may make the most sense; possibly using the group feature
  + Discussion around a social media strategy is needed.
* Lunch-and-Learn type of offerings
  + Concerns around organizational capacity were addressed with DANC taking a lead role with CITEC support in addition to committee participation
  + Discussion seemed to settle on delivering one or two virtual events in 2023; February/March timeframe, and then possibly something in the summer
  + Topics offered
    - Borrowing and lending--gaps and atmosphere
    - Workforce: What happens when you have 3 percent unemployment?
    - State of the State with elected officials
    - The NCA’s Legislative Agenda
      * Possibly the Outreach Committee would hold a virtual event for membership to participate more fully in this; then the Communication Committee event could potentially engage non-members

**Adjournment**: 11:30 am

**Next Meeting**: December 14, 2022 at 11:00am via Teams