



## **Communications Committee Meeting**

January 11, 2023, Via Teams

### **MINUTES**

**Members Present:** Rob Aiken, Carol Calabrese, Aviva Gold, Joe Russo, Matt Siver, Marijean Remington, Eric Virkler, Tricia Wilson

**Members Absent:** Michelle Capone, Jeremy Evans, Brian Gladwin, Molly Ryan

### **Lunch and Learn Webinar Offering**

**Purpose:** To increase board and member engagement, and to engage potential new members

**Topic:** Under consideration were the re-opening of business with Canada, gaps in borrowing and lending, workforce in the face of record low unemployment, and focusing on Outreach and Education Committee's Outreach Agenda. Coming out on top, however, was a presentation/discussion by Jon Cardinal, Director of Economic Development for Senator Schumer, focusing on what is in those big federal spending bills that can benefit the North Country, and how we can access that funding.

**Format:** A preferred format would be a pre-scripted Q/A format (as opposed to heavy powerpoint). Tricia will ask Jon if he is amenable to that, and is also willing to be host, with Joe doing introductions.

**Date and Time:** Preferred date is Wednesday, April 19th, 12:00pm to 12:45pm. Fallback dates are Tuesday, April 18, and Tuesday April 4.

**Promotion:**

- Developing the right messaging is important to getting a good audience. Aviva, Tricia, and Michelle will work together to build messaging including a "who should be there" section.
- It is important for board members to participate in spreading the word and to attend
- Make sure ESD is present; maybe a NYS follow-up is a good topic for the Annual Meeting in June

**Platform:** Zoom will work

**Adjournment:** 11:35 am

**Next Meeting:** February 8, 2023 at 11:00am via Teams