

## **Communications Committee Meeting**

August 13, 2025, 11:30am via Zoom

### **MINUTES**

**Members Present:** Carol Calabrese, Marijean Remington, Eric Virkler, Marshall Weir

**Members Absent:** Dale Rice, Tricia Wilson

**Others Present:** Aviva Gold

- Committee Chair Search: Joe Russo stepped down as chair of the committee so a new chair is needed. It was noted that finding a co-chair who already served on the committee proved not possible, so looking outside the committee is necessary. Eric Virkler suggested that Ben Dixon might consider the role and will reach out to him.
- Fall Forum update:
  - Venue: the Strand in Watertown
  - Topic: Drum: Economic impact, challenges and opportunities
  - Panel: Michelle Capone is working to finalize the panel
  - Catering: the chosen caterer is unresponsive, so the quest continues. Marshall Weir will offer Aviva some additional options
  - Sponsorship: We are low on sponsors at this point
  - Aviva will send a call for sponsors
  - Marijean will reach out to Chris Rodderick at ATL
  - Eric will reach out to a contact at NBT
  - Aviva Will ask AmeriCU and ask Michelle to reach out to Watertown Savings
- Annual Meeting topic ideas
  - Eric suggested touching on AI; how businesses are currently using it and what the future holds
  - Marshall suggested reaching out to John Gaus who is implementing AI in new ways at AgBotics