

## MEETING AGENDA

<https://global.gotomeeting.com/join/117797093>

*Tuesday, July 13th, 2021*

**7:00 P.M. Call the Meeting to Order**

Attendee – Dustin Overton, Heather Overman, Greg Werner, Lara Saunders, Pete Chiericozzi, Ben Ullman

### **Old Business -**

**Item 1 Approval of May Minutes – Pete motions and Ben 2<sup>nd</sup>. All passed.**

### **New Business -**

#### **Item 1 Event Subcommittee Update**

Discussion of Taste of York County. Silent auction vs. live auction.  
Discussion of time frame for Taste of York County. Live music suggestion of solo music player to keep noise lower. Discussion of available vendors.

#### **Item 2 Fundraising Subcommittee Update**

Publicity plan draft sent to committee. Please send comments back to Pete or fundraising committee about the publicity plan before finalizing. Asked Campco about marketing plans or pictures to use for publicity. Pete, Ben, Greg plan to visit with them regarding virtual marketing tools to expand on current 2D model. Brick campaign and how to continue pushing the sales up. Pushing brick sales towards recreation coaches and how to incentivize them. Also, how to record team purchases of bricks (multiple player households). Adding more urgency to purchase bricks ASAP. Potential doing an insert for utility bill. Board members helping offset the cost with their donation to the project. Flyer should be a call to action instead of just information about the brick. Brick can have 60 characters – 3 lines – 20/line. TC Connect Group are we able to utilize those meet ups? The group has not met since pre-Covid.

Solicitation of funds from higher level individuals and their companies. Collection of names with people who sit at the higher levels in big companies. Can funds be earmarked for future uses – yes, depending on the project.

### **Comments from Board Members**

Pete – With Greg’s \$300 donation, Pete will also donate \$200 for the insert, Lara will also donate \$200 to cover the insert.

**Comments from Public**

N/A

**Adjourn** – Motion made by Greg, Pete 2<sup>nd</sup>. Meeting Adjourned at 8:00pm.

Next Meeting: August 2<sup>nd</sup> – Zoom

**Chair:**

  
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