

**Business Liaison and Marketing Committee
Meeting Minutes
October 5, 2022**

The Business Liaison and Marketing Committee Meeting was called to order at 8:32 a.m. by Co-Chair DeAnne.

MEMBERS PRESENT Via Zoom: John Spencer, DeAnne White, and Randy Freeman

OTHERS PRESENT: Dianna Schuler

ABSENT: Linda Burt – Proxy to John Spencer

Business Meeting

Approval of Minutes

Randy Freeman motioned to approve the Minutes from the July 20, 2002 Meeting. John Spencer seconded the motion. Roll call vote was taken:

John Spencer – yes
DeAnne White – yes
Randy Freeman – yes
Linda Burt – yes by proxy from John Spencer

Slate of Officers for 2023

The committee voted on the following slate of officers to present to the NCI Works board for 2023:

Co-Chairs: Cary Robbins and Patty Head

Vice-Chair: Abby Farrell

Secretary: John Spencer

Roll call vote was taken:

John Spencer – yes
DeAnne White – yes
Randy Freeman – yea
Linda Burt – yes by proxy from John Spencer

Updates

Annual Report: Dianna reported that the annual report had been completed and distributed and that a copy is available on the NCI Works website.

Newsletter: Dianna informed the committee that the newsletter had gone out and is also on the website. It is a combined Spring/Summer 2022 newsletter. She asked the committee if they'd have a problem with doing 2 combined seasonal newsletters rather than the 4 that had been done. She explained that she wants to involve the partners as much as possible in the newsletter that that every 3 months just doesn't

produce enough new information to include. The committee told her that they are fine with 2 combined seasonal newsletters.

Podcasts: Dianna reported that the podcasts now have over 16, 500 downloads and the 2 most recent episodes were just recently released. She also indicated that she is working on schedule an episode on rural transit and the continued expansion of broadband. DeAnne asked if she needed a contact for rural transit to which Dianna replied that she had reached out to LOTS but had not heard back. DeAnne indicated she knew someone there and would email them and copy Dianna.

Social Media: Dianna let the committee know that Facebook has once again changed how she can run page and post reports. She had been doing them weekly and sharing with the committee. However, recently they have changed back to every 28 days. She will now be running them monthly and sharing with the committee.

NCI Works Website: Dianna shared with the committee that she doesn't really find much of the data from the website to be that informative. She did point out that over the past year there had been over 700 viewers and that 90.89% of viewers were new viewers which she found encouraging.

Public Comment

Next meeting is scheduled for February 1, 2023 since the committee will skip December as it has done in the past.

Randy wanted everyone to know that he will miss everyone and wished everyone well. Dianna informed him that if he wanted to continue to be a general public member of the committee that he was certainly welcomed to. She informed him that other committees have non-NCI Works members on them. Randy expressed his interest in continue and Dianna will continue to send him meeting information.

DeAnne suggested that some recruitment be done for additional members since Linda will be retiring in the near future so that the committee isn't limited to just 3 members. . Dianna said she'd get with Carrie about recruiting.

Adjournment

Meeting adjourned at 8:48 with John making the motion and Randy seconding it.

Dianna Schuler