

Meeting Notes

Attendance

Present

- Canek Aguirre
- Jean Kelleher
- Kate Garvey
- Sierra Latham
- Mary Taverner
- Brandi Yee
- Ralph Rosenbaum
- Radhika Mohan
- Richardson Jean-Baptiste

Not present

- Krishna Leyva
- Natalie Talis

Regional Coordination Updates

- Community Foundation engaging with digital media Consultant
 - o Community Foundation working with NOVA studios to create Graphic design content for the region. Expecting to have content by Thanksgiving
- COG coordinating shared WMATA PSA space
 - o Coordination not yet with DASH
- Radio One
 - o Working on PSA focused on Census that is more grass roots
 - o Establishing a connection with organizations like Alfred Street Baptist Church
 - o Radio 1 would be willing participate in a big event such as a ribbon cutting or opening of grocery store specific for Alexandria
- Washington Regional Association of Grantmakers meeting
 - o Applied for \$20,000 grant for in the Greater Washington Community Pool of \$332,500 will hear back in early October.

Subcommittee Meeting Summaries

- Marketing and Communications
 - o Social Media school Kit
 - o Cultural appropriate and hard to count marketing materials
 - o Connecting to Faith based organizations
 - o Connecting to other subcommittees

- Partnerships
 - o Compiling list of potential partners, spreadsheet on google drive
 - o Creating a conversational guide
 - o Four ways to engage partners
 - Census Ambassadors
 - Individuals who do one on one case management to have access to and pass out fliers to individuals
 - Brochure / Trifold
 - City Departments
 - o Goal for members is to contact 10 partners per month

- Schools
 - o Will be able to fill out Census in Library
 - Creating a guide for do's and don'ts for Library Staff