

Standardized Committee Meeting/Report Template

Marketing and Outreach Committee

<u>Date and type of meeting</u> (telephone, face to face): 01/14/2022 via Zoom
<u>Members</u> (Present and Absent): Jennifer Carmichael, Jackie Kelly, Kent Butterfield Melinda Crowl, Marketing Director
<u>Meeting start (convening) time:</u> 2:00PM

Agenda:

Strategic Goal(s) addressed:

- Improve Communication
- Increase Collaboration

Contents and summary of discussions:

Holiday--- Reached out to Old Castle-- Touchtown (channel on cable but we own the channel internally) Each veteran can access this from their televisions in their rooms. Utilizing that relationship for more interactions. Melinda has been building the relationship with this provider and is pleased with the outcome.

Jackie—can you take snips of TouchTowne on the website? Melinda said she can likely share some of the videos on the site.

- Melinda to add this as a featured service of our home. Family members may be able to use it as well.
- Kent asked if Melinda only managed this, and she does. He remembered this program that got dumped in your lap and you had to figure it out. Melinda has self-taught a lot and figured a lot out on her own with limited resources during COVID.
- Jackie—SnagIt might be something Melinda can use to capture photos or videos to upload to our website. They provide training and the fee is very minimal with a small

subscription fee. This may help with some of the new agency requests for pictures (since they can't come in with Covid) and this may help.

Brass Patriot Band, Defense Departments videos are now being played on TouchTown

Joyce Santacross and MC--- Brattleboro Reformer, Bennington Banner and Manchester Journal--- on 1/29 about the staffing at the home. Story about us and the care of our veterans and why you would want to work at the home. Will be shared on the social media and other places.

Veteran interviews with CATV were discussed.

New feedback area on the website. No public communications to the community yet but will be pushed out soon. Melinda working on the website. All committee meetings are now on there.

Wreaths Across America - went well didn't have many people there because of COVID. One of the local social media gurus pushed the event unsolicited and it generated more people from the public than we anticipated. Because of COVID there were protocols in place and some attendees were a little rude about it. Also noted, the coordinator responsible for the event last year.

Melinda has really been focused on assisting in Admissions. 6 approved and waiting and potentially backing up because of COVID. Jackie attended the family meetings and talked about the movement around of veterans. If staffing goes below a specific number in any unit, it will likely need to be moved.

Jackie-- thinks she saw as a contingency that we were going to ask for more personnel. potentially from natural guard. Jackie said to ask for the help now to so we can get admissions in. Census 90 / 7 in Dom was lower last year A lot of home services have been limited during this time.

Discussion around communication devices for the veterans was held. Jackie inquired about Sirrus radio subscriptions. Melinda noted some of the units have Amazon Echos. Discussion around the use of the Echos as held. Jackie suggested look into maybe getting a donation from Sirrus or Amazon for free subscription to services for Vets.

Kent wanted to follow up on a few items discussed at last meeting since he was absent--- last report said the Rutland fair report was not so great. Kent inquired about the cost for us to attend. Melinda said its around the same price. The Champlain fair was better because it was with all the Vets organizations. There was no cost at Champlain fair--- they give the Veterans the building for free.

- Planning items for goodies in 2022---- does Melinda personally submit budget. Steve hands it down and she works from that.
- Jennifer asked when that is received, to share with the Committee and any plans for using that budget so we can ensure we are leveraging the dollars appropriately to our strategic goals for improving communication and increasing collaboration.

Other issues/concerns addressed (if necessary):

- COVID-- not getting out and interacting with people as easy everything is secluded. No spirit or group activities, so it is difficult. A little worse now with no activities now and Melinda hasn't left office in 3 weeks.

Findings and Recommendations (if any):

Jennifer asked when that is received, to share with the Committee and any plans for using that budget so we can ensure we are leveraging the dollars appropriately to our strategic goals for improving communication and increasing collaboration.

Attachments (as required): **None**

Meeting end time (adjournment): **3:00 PM**

Committee Chair (**Signed and Dated**)

Jennifer Carmichael 01/14/2022