

Outreach & Marketing Committee Report

Date: March 11, 2024

Meeting Type (telephone, in person, zoom): **Microsoft Teams and Telephone**

Board Members Present:

1. Jennifer Carmichael- Chair
2. Kent Butterfield
3. Catherine Tester

Board Members Absent:

1. Jackie Kelly
2. Richard Setzer
3. Sandi Pinsonault

Invited Guests (staff members):

1. Melinda Crowl

Meeting Start Time: 11:00 AM

Strategic Goal(s) addressed:

- Increase Collaboration
- Increase Communication

Contents and summary of discussions:

Ms. Crowl provided an updated on the resident census: 90/ 7 (Dom) Limit is 100. Some residents are moving in and out of the home. Admissions is one at a time to stay at the 100 bed limit that has been established while American is under construction.

Follow-up from prior meeting discussion regarding training/ education for Ms. Crowl. This is still being researched by Ms. Crowl and Ms. Morin but is a target to get completed in 2024.

Ms. Crowl reported that she has a schedule of events that VVH will be participating in during the spring/ summer 2024. Ms. Carmichael brought up the point that it is important that the Board members get to some of these events to support the VVH team and Ms. Crowl, even if it is for an hour or two. Ms. Carmichael asked Ms. Crowl to provide the calendar of events and Ms. Carmichael will bring this topic up at the next full BoT meeting. The need for members to have the calendar in advance and commit to dates and timeslots is necessary. Ms. Crowl noted that she could have key talking points ready for any member that wishes to attend. This will continue to allow the board to increase collaboration and communication with other veterans and the Vermont community.

Mr. Butterfield brought up a possibility of generating a periodic newsletter to share with other service organizations such as American Legion and VFW. Discussion was held amongst the committee members how this could be accomplished, and Ms. Crowl agreed she could explore this option more and get back to the committee in the future.

(email Report within 5 days of meeting to President De Gasta, Melinda Crowl and Robyn Boland)

Other issues/concerns addressed (if necessary): No issues or concerns at this time.

Findings and Recommendations (if any):

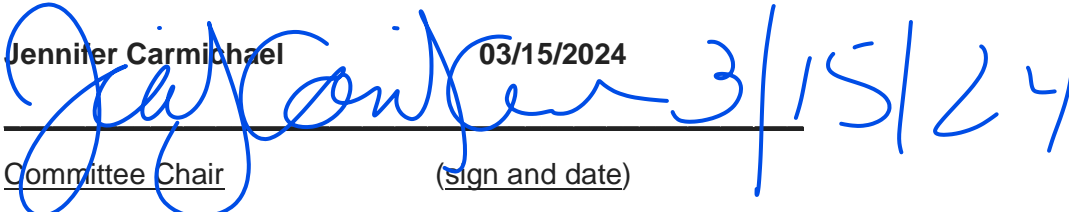
1. Explore the possibility of generating a periodic newsletter to be shared with other service organizations to stay abreast of what is going on at VVH.
2. Discuss calendar of events(public facing) and scheduling board members to attend periodically to show support of the VVH team and Vermont communities. To be discussed at next full BOT meeting.

Attachments (as required): None

Future Agenda Items:

1. TBD

Meeting end time (adjournment): 11:38AM

Jennifer Carmichael 03/15/2024


Committee Chair (Sign and date) 3/15/24

(email Report within 5 days of meeting to President De Gasta, Melinda Crowl and Robyn Boland)