

Outreach & Marketing Committee Report

Date: 11.21.2024

Meeting Type (telephone, in person, zoom): **MS TEAMS**

Board Members Present: J. Carmichael

Board Members Absent: K. Butterfield, K. Tester, R. Setzer, S. Pinsonault

Invited Guests (staff members): M. Crowl

Meeting Start Time: 11:00 AM

Strategic Goal(s) addressed:

- Increase Collaboration
- Improve Communication

Contents and summary of discussions:

Ms. Crowl reported that currently VVH is at capacity and all open rooms/beds are filled and waiting list is growing. Ms. Crowl reported that many on the waiting list are not ready to become residents, yet but are in the planning phases for the future.

Several public facing events are planned for this holiday season.

- American Legion Ladies Aux- Holiday Shop (first time back since C19)- 11/23/2024
- Tree Lighting- 12/4/2024
- Santa and Mrs. Claus- 12/5/2024
- Wreaths Across America- 12/14/2024

Also discussed the potential to do future field trips to the Saratoga Battlefield and National Cemetery in the spring as an outing option for veterans at VVH.

Other issues/concerns addressed (if necessary):

2025 Meeting Dates:

- 2/18/2025- 3PM
- 4/21/2025- 11AM
- 7/21/2025- 11AM
- 11/17/2025- 11AM

Findings and Recommendations (if any):

Earlier this year, the Committee suggested that efforts be made to seek out and provide Ms. Crowl with additional marketing training specific to social media. Training has not yet been obtained. Ms. Carmichael will provide some resources she has available that may be of assistance.

Attachments (as required): **None**

Future Agenda Items:

2025 Outreach & Marketing Calendar of Events

Meeting end time (adjournment): 11:26 AM

Jennifer Carmichael **11.24.2024**
Committee Chair (sign and date)
