

Communications Committee Meeting Minutes

June 16, 2020

Members Present

Gentiana Brahimaj, Christina Cioffe, Athena Sapir, Stephen Yellin, Pam Yoss

Pam Yoss called the meeting to order at 8:10 PM. The meeting was conducted via Zoom.

- Approval of May 14 Minutes - tabled
- Follow up items from May Meeting:
 - Instagram - Christina discussed first photo contest post. Discussion on making photo guessing game easier. Discussion on boosting Instagram on Facebook community groups and on selecting photos to be used. Takeaway is to find additional photos for this.
 - Tik Toc idea – no update. Athena suggested idea of quality videos coming from local residents “#LoveBH” or “#ILoveMyTown”. Challenge is to identify other artists. Goal of 8-10 doing same thing.
 - Photo Challenge – see above
 - Online Trivia contest – no update.
- New Business/Old Business –
 - Discussion on making sure to use Communications Committee-approved color palette on materials only. Takeaway is to finish the palette (Lucinda).
 - Directory updated to list all restaurants now open to outside dining. Pam created graphic for use in promoting this.
 - New “Business Reopening” page on website. Pam working with Liza to push out information on this.
- Next meeting – Thursday, July 23

- Respectfully submitted by Stephen Yellin, Secretary