

1/17 Reimagining Safety Meeting 12pm McCloskey 135

CAPS Attendees: In-person - Nejla, Jason/ Online - Kami

Agenda/Notes:

- Update on screening reserve seating, anyone interested in possible Sunday dinner after panel discussion?
- Review marketing materials:
 - Review social media graphics, press release, emails
 - Watch out for email from Patty soon to gather short blurb if you want to have a custom message in the Playbill/Handout for event participants, no more than 100 words per sponsor.
 - Add parking situation to materials
- Review marketing plan/timeline:
 - Jan 18-24 - CAPS to send press release to all local media outlets (web, print, radio)
 - Jan 21 - Feb 22 - CAPS to send email to all city officials/staff/depts/boards/commissions, previous CAPS partners/endorsers, O'Neill school, fire deputy Stephen Coover
 - Feb 8-22 - CAPS to ask City to share social media (this is not likely) and share on our personal feeds
 - Feb 8-22 - Nejla to create Facebook event, share with sponsors, will ask City to share (they probably won't)
 - Sponsors + IU O'Neill school has offered to advertise to their lists
 - Jan 21 - Feb 22 - 2-3 Emails to go out to their list
 - Social media graphics/posts to be shared on their pages
 - FB event to be shared on their pages
 - Feb 16/17, 23 - Flyering on campus/downtown/B-Line - - volunteers for this?
- Panel discussion:
 - Panelists confirmed - Matthew Solomon, Nick Voyles, Jordan McIntre, Amber Sherman, Max Felker-Kantor
 - Ask sponsors for other panelists - PSC? CNC? MCWC? Fire Chief Jason Moore?
 - Detailed planning of panel discussion in 1/31 meeting: 60-90 minutes for intros/moderated questions, 60-90 minutes for audience questions

Meeting Memo prepared by Nejla Routsong, chair