

## Communications Committee Meeting Minutes

June 16, 2021

Attendance: Kathleen Suddes, Sara Zieleman, Jim Tivy, Alicia Laval, Scott Osborne on Zoom call.

Scott Introduces Charm and Gusto's services and proposal for branding and website work. Their hourly rate is \$75-95/hr for design and technical work respectively. Once engaged and provided with direction, approximate timeline for branding work is 3 weeks, and website is 6 weeks.

Scott leaves the meeting and the committee discusses the proposals from Charm & Gusto and Autumn Moon. Points discussed include:

- Branding work can be undertaken while site map is being reviewed so that website work can start when branding is complete
- Photography and video will be the most important elements of the website and Autumn Moon has a good relationship with an experienced photographer and drone videographer with a strong forest and nature portfolio
- Committee needs to produce a requirements document prior to making a decision on who to engage for a website

Motion to recommend the board approve a budget for the Communications Committee of \$3,000 for branding and \$10,000 for a new website.

Next meeting July 8<sup>th</sup> 7:00pm to review requirements document. Committee will collaborate on requirements document between now and next meeting.