

Marketing Committee Update
1.4.18

Marketing Committee Update

The *Resilience* film showing and panel discussion will be held at the Ada County Sheriff's Office on January 11, 2018. Bevin Modrak of Optum will provide catering for up to 40 people. The EC feels that 40 people may be too many. Christina will advise Bevin to adjust the catering for 30 people. Board members will be at the door to welcome attendees in case they get lost. Jacob Wilson will sit on the discussion panel along with the Director of _____ from Optum. Alexis will send an invitation to legislators. Julie will post on the R4BHB website calendar with RSVP information.

Meet and Greet event

Christina pointed out that the date on the contract with The Linen Building needs to be corrected. Julie will have the contract corrected and will get it to Christina by tomorrow. A caterer needs to be obtained. Sponsors will be sought after to offset expenses. Suggestions were made for caterers and sponsors. The Board will be asked to assist in procuring sponsors. The Linen Building has A/V available and Alexis is familiar with their system. Kim or Christina will give the welcome speech. A keynote speaker needs to be identified. Carlos will ask Sheriff Bartlett to be the keynote speaker. The write up that Austin Reed provided for the Gaps and Needs report will be referred to during the introduction. Kim offered to write up the introduction and talking points. The importance of Board member attendance will be expressed at the January R4BHB meeting. Invitations will be sent through email and followed up with a phone call to identified guests. Board members will be asked to make the follow up phone calls. Alexis will call to have the Meet and Greet added to legislative event calendar. Julie will have the invite ready by COB Friday. Julie will send out the Strategic Worksheet again to requesting Board members to add stakeholders to the invite list along with email addresses. Christina will send an email to the Board with information on what will be asked of them at the January meeting and to be ready to sign up to assist in the Meet and Greet preparations. The Board will be asked to RSVP for the event with the times that they will be in attendance. Name tags will be provided.