



Present: Michele Meisch, Kelsey Lee, Cari Salwasser

Start: 9:06

Social

- **Cari** - share "spring volunteers needed", merch, and donate now posts every so often
- Paid ads done by someone else
- **Kelsey** - share ROS posts to fb groups
 - google drive list in "Budget and Project Tracker" - tab titled "Facebook groups"
- **Kelsey** - share SLVB posts on ROS
- **Cari** - share Creek Fire Recovery Collaborative group to ROS
- **Cari** - post Hwy 168 Fire safe Removal Grant

Emails

- responsiveness
- Put in Mailchimp
- personalized responses

Hootsuite

- **Cari** - send Kelsey log in information larsen_kelseyann@outlook.com

Newsletter

- monthly with updates, new programs, new merch, etc.
- March
 - Call for Volunteers specifically for Arbor Day Event with Collaborative
 - sentence with some bullet points after
 - Application for assistance always in newsletter "Application For Assistance" as title and

button says "Apply"

- Items in store - Carhartt (registered trademark) with visual
- TOP OF LETTER - discuss Tiny Home project
 - fundraising for Tiny Home for veteran project
- Tshirt design contest
- volunteer
- out at noon or end of day - not Monday or Friday

Creek Fire Recovery Collaborative

- meeting weekly, Wednesday at 2pm
- Arbor Day Event March 31

ETC...

- [Michele](#) - take concepts we all have and put in tracker.
 - Message points for Arbor Day event

Leaving Austin

- shot a video in Shaver
- Possible benefit concert for Creek Fire victims
- [Cari](#) - share fun fact that they shot a video in Shaver and grew up local (share music video?)
- [Jim](#) - Fourth of July concert?

Celebrities with Ties

- Cedar Wright - climber

- Korn - Cabin in shaver?

Online Auctions

- Rotary helped with online auction ideas
- Michele - setting up demo with company Rotary used
- Hope to launch by Spring and have running in background ongoing
-

End: 10:00am