

Marketing-Communications Subcommittee  
October 26, 2022 - King George County Citizens Center

Members present: Chair Phyllis Cook, Renee Parker, Claudette Jordon, Annie Cupka (remote), Shannon Tolliver (remote). Chris Clarke also present. Member absent: Tameeka Heyward.

Meeting called to order at 12:08 p.m. by Phyllis, beginning with greetings and distribution of Agenda.

PUBLIC COMMENT: None.

UPDATE ON ACTIVITIES:

~ Annie reported that Dee Strauss's KGHS class was working up one or more logos for consideration for branding use on social media sites for the project, including Facebook, Instagram and Twitter.

~ Shannon said she would investigate the process for developing accounts for the three social media sites by the end of the week and would include TikTok and Snapchat, so content can begin to be posted prior to actual launching.

~ Renee will start to archive available photos having to do with the project and date them by month/year.

~ Annie said the working title for the project is the "Ralph Bunche Visualize & Rise Center." Members discussed alternate names, but consensus was to continue to use the proposed title, as it is becoming familiar to the public since August 16, 2022, when it was suggested by Jermon Bushrod to the Board of Supervisors during a public presentation. Annie also said a Letter of Intent was approved by Supervisors on October 4 to go to Jermon.

~ Annie reported 1,000 double-sided rack cards with info about the Ralph Bunche Alumni Association and Visualize & Rise were developed and printed, with lots given out, so far, at the Homecoming game, Fall Festival and elsewhere. She said current date for construction start on the RBHS roof is November 2 or 3, weather permitting, with students to make posters for the event, saying, "It's Time To Raise The Roof!"

~ Claudette will prepare to select and share RBAA digital files with the Dee's students to include the history of the school, and why it was founded, along with some related oral histories. Short videos can be posted for the storyline. The Wiley/Wilson video tour of the proposed renovation of the original school into a museum gallery, offices and multi-use gym can be posted in whole, or in parts for shorter reels.

The storyline is to include the school building's current needs for renovation, and who's involved in the efforts to secure grant funding and donations for the renovations, and the various uses being planned and proposed.

ACTION ITEMS:

~ Annie will notify members of a firm date for start of the roof construction, along with the regional newspaper of that activity.

~ Shannon will determine requirements for the five social media accounts.

~ Renee will begin to date and archive photos as a continuing effort for the project.

~ Claudette to select RBAA content to be provided for social media.

MEETINGS:

November subcommittee meeting is scheduled at Noon, Wednesday, November 16, at the Citizens Center. There is no expected separate subcommittee meeting in December, making attendance even more crucial for the large-group meeting on December 14 (3-4:30pm KG Citizens Center).

Face-to-Face meetings are preferable when possible. Please notify the chair if a remote link is needed.

The meeting adjourned at 1:10.

Next meeting Noon-1pm, Wednesday, November 16, Citizens Center