

MINUTES- OVGC COMMUNICATION & PUBLICITY MEETING

*** Important note: See the end of these minutes for your name. You have committed to perform a task listed there!**

Meeting date: April 8th, 2008. Meeting began at 6:35 pm.

Attendance: Linda Harmon, Sheri Ann Cate, Deborah Pendrey, Camilla Beckett and Anca Colbert and Jay Simons...

Minutes – No corrections or additions were submitted by email.

Old Business

Earth Day Update –Most of the literature for the Action Committee tables has been printed or is at the printer's. Still outstanding is the Food & Ag bookmark. The board discussed the bookmark and approved it with changes. The board directed C & P to create a publications policy to avoid such problematic areas in the future. Camilla will create a draft of same. Camilla will also see if Jim Whitney can take still photos of volunteers at EarthDay for use in our newsletter. A dozen of each piece of OVGC EarthDay literature will be gleaned before distribution for use in other areas of PR as needed. The idea of a 'Press Box' on the website was discussed. Sheri Ann & Jay will work on this. Also discussed was the future need for a 'Speakers Bureau' as we are getting a few requests for speakers in the Ojai Valley.

Committee Presentations update – Deborah outlined how we will update the flier to reflect the latest presentations as they are added to the schedule. We will need a timeline starting 8 weeks in advance of each presentation. Kale will create and monitor for each presentation. Committees will need to provide the needed info to Events and C & P in order to get publicity out in time for the presentations. We have almost nothing from Food & Ag with just a few weeks to go. Anca will contact Dale and request same. Deborah said they are planning a dry run the day before the event. Linda reported that Channel 10 has a new form with many boxes to fill in to get presentation info up on the screen. Jay volunteered to do this job. Anca said that we can use the same format for the Building & Construction electronic flier for all of the presentations and just change the pictures and info. She has access to many images that can be used if needed.

Green Columns – Linda has talked to OVN editor several times about the publication of the five columns they already have. (The morning after our meeting two of them were published.)

Green Home & Building Tour – It was suggested that we have workshops during our tour in Oct. There are some homes in the valley that are off the grid. We will talk to B & C Committee and their builders for input. Deborah and Sheri Ann are touring the Ojai Foundation next week to see if they are a good fit for the tour. All plans are contingent upon getting seed money for the tour. Sheri Ann said the minimum budget without liability insurance would be about \$3,800. We could reasonably expect to recoup our

expenses and turn a profit. Linda, Camilla and Sheri Ann will check out the Green Tour in Ventura on April 19th.

New Business

C & P Committee guidelines for publications. – As mentioned above Camilla will work on a draft. Some of the items to be included are a fact check citing sources of information contained in the document; the piece should be educational and should suggest positive steps people can take. It should be pro-active and gives examples.

Generic OVGC Postcard – This publication was requested by the board. It has already been designed and is at the printers. Evan Austin volunteered to do the graphics. A discussion ensued about giving volunteers credit on our publications. It was generally agreed that volunteer time is given without expectation of remuneration or recognition in print. Evan's name was removed from the postcard. The committee discussed how we should thank volunteers at EarthDay. Some are donating time and some are donating items to be given as prizes or at auction. At the end of the meeting, we had not come to total agreement about how these people should be recognized.

Rotary Grant and Donor Packet – Ojai Rotary West has received a request from OVGC for a seed money grant to begin the Green Tour. A Donor Packet was submitted with the proposal. It was circulated at the last board meeting. Board member Vivian Browne stated at that time “these are not the kind of things that go in a donor packet.” The committee reviewed the packet and briefly discussed the documents contained in the packet. It was agreed that it had the correct background information a potential grant maker would need.

Meeting adjourned at 8:10 pm.

Next meeting date May 13th, 2008, 6:30 pm., Sheri Ann's office

We will meet on the second Tuesday of the month from now on.

RE- CAP of COMMITTEE VOLUNTEER COMMITMENTS

- **Deborah** Finalize how EarthDay volunteers and donors should be recognized.
Check list of literature to be printed.
All the millions of other things coordinators do.
- **Linda** Give Jay info on posting Channel 10 announcements
- **Sheri Ann** Finish donor structure documents.
Research ideas for a ‘Press Box’ on website.
- **Camilla** Develop draft publications guidelines for C & P Committee.
- **Anca** Contact Dale on Food & Ag to request needed info for their Committee Presentation on April 24th. Provide pictures if needed.