

250th - Communications Subcommittee Meeting

Via Zoom

Tuesday, January 13, 2026 · 5:30 – 6:30pm

The meeting came to order at 5:30 with Juli Cornoni, Alan Earls, and Ali Rheume present.

- **Elect Officers. – Subcommittee Chair**-- Ali Rheume nominated Cornoni, Earls seconded. There was no discussion, Cornoni was approved unanimously. Cornoni indicated she would appreciate an assistant and nominated Earls as Vice Chair/Clerk. This was seconded and voted unanimously.

* The chair requested a last look at the budget before submission which became a discussion about needed deliverables such as a logo and the best ways to get there. The upshot was agreement to keep the logo 'in house' with development to be led by Cornoni and Rheume. Community (adult and student) can be engaged for future specific design help (e.g. a design for a totebag image)

* A timeline for development was discussed working back from Strawberry Stroll, June 12. March will be draft reveal to full committee. April will be for tweaks. May 'soft launch' and order logo products.

* Basic approach identified in budget to using a Wix site was endorsed, with the committee planning on doing much of the work. Online store details to be worked out

* CRM/Emailing system. Rheume strongly endorsed ConstantContact from her experience. Will likely fund one user.

* Brand Discovery Survey discussed briefly. General consensus is that it represents a good breadth of views and concerns about F250

- Review Brand Discovery Summary

*Earls to work on document/plan for media releases and regular F250 communications for subcommittee review in late February

ADJOURN

A unanimous vote was taken to adjourn at approximately 6:15