



Minutes

August Campaign Committee Meeting

📅 Wed August 14th, 2019

🕒 3:30pm - 4:30pm EDT

📍 Webinar

👥 In Attendance

Hannah Brock, Michael Daniels, Megan Germain, Matt Holloway, Marcial Lember, Janean Perry Breen, Jennifer Perry-Breen

I. Objective

- a. **Overview of Branding 2020**
- b. **Discuss Gift of Play Campaign**

II. Prepare Prior to Meeting

a. Review Agenda

1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
2. **Attachments: Meeting Agenda**

b. Review Minutes to Previous Meeting

1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
2. **Attachments: Minutes to Previous Meeting**

c. Review Task Report

1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
2. **Attachments: Task Report**

d. Please review the following documents.

1. **Branding Guide 2020**
2. **Gift of Play Link**

III. **Meeting Begins**

IV. **Opening**

- a. **Call to Order**
- b. **Roll Call**
Members Present were Jennifer Perry-Breen, Marcial Lembert, and James Bayonne
- c. **Establishment of Quorum**
Quorum was established with 3 members present
- d. **Verbal Authorization to Begin Recording**
Recording began with no objections.

V. **Approval of Minutes**

- a. **Attachments**
Previous minutes
- b. **Options**
 1. **Approve minutes as is.**
 2. **Approve minutes with amendments.**
 3. **Do not approve minutes**
 4. **Table the decision.**
- c. **Staff Recommended Action**
 1. **Approve minutes.**
Minutes Approved by Motion of Ms. Perry-Breen and seconded by Mr. Lembert

VI. **Agenda Modifications**

- a. **Request for Modifications**
 1. **The Committee will hear any modifications to the agenda under Agenda Item IX.**
- b. **Approval of the Agenda**
- c. **Options**
 1. **Approve agenda, as is.**
 2. **Approval of the Agenda, with amendments.**
 3. **Do not approve the agenda.**

4. **Table the decision.**

d. **Staff Recommended Action**

1. **Approve the agenda.**

Agenda was approved by Motion by Ms Perry-Breen and Seconded by Mr. Lember

e. **Public Comment on any Agenda Item**

VII. **Overview of Branding 2020**

a. **Category: Consent Agenda**

b. **Purpose/Statement**

1. **This agenda Item is to familiarize Committee with the new Branding standards for 2020 and how they apply to fundraising.**

c. **Attachments**

1. **Branding Guide 2020**

d. **Options**

e. **Staff Recommended Action**

1. **View & Discuss Branding Guide 2020**

Committee Liason Matt Holloway presented Draft Branding Guide to Committee and a discussion was held. Members had positive comments regarding the Branding Guide.

VIII. **Discuss Gift of Play Campaign**

a. **Category: Standing Item**

b. **Purpose/Statement**

1. **This Agenda Item is to open discussions related to the Current Fundraising Campaign, Give the Gift of Play.**

c. **Attachments**

1. **Gift of Play Campaign Link**

<https://faastinc.salsalabs.org/giftofplay>

d. **Options**

1. **Discuss Gift of Play Campaign and give feedback**

e. **Staff Recommended Actions**

1. **Discuss**

Discussion was held regarding the Gift of Play Campaign. Mr Bayonne requested that the campaign include more diversity of abilities. Comments will be

communicated to staff members.

IX. **Agenda Modifications**

a. **From Agenda VI**

X. **Closing**

a. **Last Call for Public Comment**

b. **Next Meeting**

1. **Date and Time**

MONTH DAY, YEAR TIME AM/PM

The Next meeting will be on September 11 at 3:30PM EST

2. **GoToMeeting Information**

Link

Please join my meeting from your computer, tablet or smartphone. <https://global.gotomeeting.com/join/909248917>

3. **Toll-free number and Access Code**

(Toll Free): 1 877 XXX XXXX

Access Code: XXX-XXX-XXX

You can also dial in using your phone. United States (Toll Free): 1 866 899 4679 United States: +1 (224) 501-3316 Access Code: 909-248-917

c. **Adjourn**

Motion to Adjourn made by Ms. Perry-Breen, Seconded by Mr. Lember