



Minutes

July 2019 Development Committee Meeting

📅 Wed July 24th, 2019

🕒 3:00pm - 4:00pm EDT

📍 Teleconference

👥 **In Attendance**

I. **Objective**

- a. **Discussion of an implementation plan for new logo**
- b. **Demo of Curator**

II. **Prepare Prior to Meeting**

- a. **Review Agenda**
 1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
- b. **Review Minutes to Previous Meeting**
 1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
- c. **Review Action Item Report**
 1. **Please provide the Committee Liason any modifications 24 hours before the meeting.**
- d. **List Important Items to Review: None**

III. **Opening**

Mr. Michael Daniels welcomed Committee, Team, and community members to the July 2019 Development Committee.

- a. **Call to Order**

The meeting was called to order at 3:03 PM.

- b. **Roll Call**
Mr. Daniels conducted the roll call.
- c. **Establishment of Quorum**
The roll-call established a quorum of Committee Member in attendance.
- d. **Verbal Authorization to Begin Recording**
No one presented an objection to the recording of the meeting.

IV. **Approval of Minutes**

- a. **Attachments**
 - 1. **2019 06 Minutes**
- b. **Options**
 - 1. **Approve Minutes as is**
Decision: A consensus of Members approved the minutes.
 - 2. **Approve Minutes as amended**
 - 3. **Do not approve**
 - 4. **Table the decision**
- c. **Recommended Action**
 - 1. **Approve Minutes**

V. **Agenda Modifications**

- a. **Attachments: None**
- b. **Public Comment on any Agenda Item**
- c. **Modifications**
 - 1. **Please note, any modificatios to the agenda will become Agenda Item VIII.**
- d. **Options**
 - 1. **Approve Agenda as is**
Decision: A consensus of Members approved the agenda.
 - 2. **Approve Agenda as amended**
 - 3. **Do not approve**
 - 4. **Table the decision**
- e. **Recommended Action**

1. **Approve Agenda as is**

VI. **Discussion of an implementation plan for new logo**

a. **Category: New Business**

b. **Purpose/Statement**

1. **The Executive Committee approved the use of the new logo. The logo along with the new branding guide is to be presented at the August Board meeting. FFAST staff is requesting direction on implementing the new logo.**

2. **Items to Consider Part 1**

1. The current inventory of brochures, business cards, etc.
2. The new fiscal year begins on October 1.

c. **Attachments: None**

d. **Options**

1. **Item to consider**

The Current inventory of brochures, business cards, etc.

2. **Item to consider**

The new FY begins October 1.

3. **Item to consider**

FY 2020 is the 25th Anniversary of FFAST.

4. **Item to consider**

The ATAC and BOD will develop a new strategic plan during FY 2020

5. **Item to consider**


FY 2021 could see the implementation of a new service delivery model


6. **Item to consider**


How have other organizations transitioned to new logos/brands?


e. **Recommended Action**


1. **Come to a framework on transitioning to the new logo**

Task: FFAST will begin using the new logo on October 1, 2019.  Michael Daniels 10/01/2019

Task: Depletion of the current inventory of brochures before ordering new ones with the new logo.  Matt Holloway 10/01/2019

Task: Develop a marketing plan using the new logo around the 25th Anniversary of FFAST.  Michael Daniels 09/09/2019

Task: Begin meeting planning for the strategic plan.  Michael Daniels 10/28/2019

Task: Develop a list of tasks needed for transitioning to the new logo.  Matt Holloway 09/09/2019

VII. **Demo of Curator**

a. **Category: Task from previous meeting**

b. **Purpose/Statement**

1. **The Development Committee request a list of prewritten social media posts. Any platform would need to augment current FFAST social media practices, be easy for Directors to use, include prewritten posts, and integrate into either Boadable/FAAST website.**
2. **After hours of internal discussions, further guidance from the Executive Committee, and researching and trailing 17 different platforms, Curator seems to be the best solution.**


c. **Attachments: None**

d. **Options**

1. **Link**
Posts from FFAST Statewide Device Loan Program Facebook
2. **Link**
Posts from FFAST Facebook
3. **Link**
Prewritten posts from Gift of Play Campaign
4. **Link**
Prewritten informational posts
5. **Link**
Posts from FFAST Executive Director Twitter
6. **List of Curator Demo Pages**

e. **Options and Recommendations**

1. **Establish a testing group.**
2. **Have the testing group develop a list of pro's and con's**

Task: Schedule professional development for BOD Members to utilize social media for Public Awareness, messaging, and fundraising.  Michael Daniels 08/28/2019

VIII. **Agenda Modiifications**

IX. Closing

a. Last Call for Public Comment

b. Next Meeting

1. **Date and Time: August 28, 2019 at 3:00 PM**
2. **GotoMeeting Information:**
<https://global.gotomeeting.com/join/384153693>
3. **Teleconference Number: 1 866 899 4679**
4. **Access Code: 384-153-693**

c. Adjourn

The meeting adjourned at 4:05 PM.

Decision: A consensus of Members agreed to adjourn the meeting.