

January 2021 Technology Awareness Committee

Meeting Minutes

January 20th, 2021

2:00 – 3:00 PM EST



1. Opening

Mr. Brian Nerland opened the meeting. No member presented an issue with being recorded. The meeting was called to order at 2:00 pm.

Members Present: Mr. Brian Nerland, Ms. Mary Jarrett, Ms. Lesa Kretschmer, Ms. Renee Proctor

Staff Present: Ms. Whitney Doyle

Members of the Public: Ms. Misty Sayah, Ms. Cass Wyatt, Ms. Mary Hernandez

2. Approval of Agenda

No members of the public commented. No modifications were made to the agenda. Ms. Renee Proctor made a motion to approve the agenda. Ms. Lesa Kretschmer seconded the motion. The agenda was approved without any objection.

3. Approval of Minutes

No members of the public commented. Ms. Mary Jarret would like a clerical error corrected in section 6 of the December 2021 Meeting minutes. Ms. Jarrett made a motion to approve the minutes with correction. Ms. Proctor seconded the motion. The December 2021 Technology Awareness Committee meeting minutes were approved without any objection

4. Branding and Social Media Update | Bella Business Solutions

Ms. Misty Sayah gives an update on social media and branding. She explains that all the RRC and RDC received of the new branding materials. She presents the style guide which shapes what FFAST does with social media. They have rebranded and redeveloped the State Agency Tool kit and the Funding Guide has been redesigned. She gives the Committee a look at what they can do with a online magazine. The Social media analytics have improved.

Mr. Nerland would like to see the analytics from last year. The email list has been revised. Ms. Proctor asked about the automated response for social media. That tool is not currently being used.

5. Action Items

Ms. Doyle reviewed the 2020 Strategic Plan Year 2. The committee is on track and making progress.

6. Closing

Next Meeting- Thursday, February 17th, 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 2:43 pm.