

2021-06-27 Meeting notes

Date

27 Jun 2021 7:00PM-7:55PM

Members:

- [David Lang](#)
- [Jessee Maloney](#) - present
- [user-eefcb](#)
- [Jonathan White](#)
- Julien Tricheaux
- [Scott Newman](#) - present

Goals

Discussion items

Time	Item	Who	Notes
	Approve Previous Meeting Minutes		Approved as presented
	Event/News Postings		<ul style="list-style-type: none">▪ Loudoun Now: We can add any upcoming events for free by submitting them here: http://getoutloudoun.com/▪ Loudoun Times-Mirror: They said just send the events to kgraham@loudountimes.com and she will get them posted.▪ Now we just have to figure out what events we want to highlight. Probably the Open Houses to start? Or maybe we think about specific events for the purpose of attracting the general public (demos, etc).▪ Article in Loudoun Now - they did not use our specific URL, so we will not be able to track the results.▪ Article in Blue Ridge Leader on KidWind?▪ Follow-up with Loudoun Now on additional opportunities - see Loudoun Now article above.▪ Social Media postings -<ul style="list-style-type: none">▪ Capture and present Analytics in the agenda one week before meetings▪ Jonathan is managing Facebook▪ Instagram is pending
	Landing page /Custom Links		Suggestions for short, punchy URLs Figure out Google Analytics referrer details
	Class Schedule		A ton of new classes have hit the calendar
	Hackathon		Awaiting results from Julien
	Flyers		Jesse re-doing window flyer

Action items

- ☐ [Jessee Maloney](#) will submit Open Houses to Loudoun Now
- ☐ [Scott Newman](#) will submit Open Houses to Loudoun Times
- ☐ [Jessee Maloney](#) will create a UV Printer Make and Take class and promote it in the paper
- ☐ [Jessee Maloney](#) re-doing window flyer