

3CVT Steering Committee Meeting Notes

Date: March 23, 2022

Time: 3:00-4:00 pm

Present: Kim, Meghan, Johanna, Seth, Erika, Sage

1. Welcome
2. TRORC staffing update
 - a. Kimberly leaving TRORC in May, Meghan Asbury new TRORC staff on project (masbury@trorc.org)
3. Marketing consultant discussion and selection
 - a. Tentative selection: Goman+York
 - b. Sending them list of questions and checking reference ASAP
 - i. Add your questions to doc in google drive
 - c. Notice of award on April 1
4. Business development training survey results discussion
 - a. Summary of results - doc in google drive
 - b. Topics:
 - i. Budgeting
 - ii. Grant writing
 - iii. Internet presence, social media, web formation
 - iv. Marketing and branding
 - c. Next steps:
 - i. Reach out to trainers,
 - ii. Decide if releasing out as a series or just one by one (depends on how quickly we can find and hire trainers)
 - iii. Do a press release
5. May Covid recovery forums
 - a. 2 forums, held some time after legislative session ends
 - b. 1 during daytime, 1 during evening
 - c. Draft agenda in google drive
 - i. Give feedback on forum structure
6. Final thoughts