

## **Outreach Committee Minutes for April 16, 2018**

Members Present: Mary Atkinson, David Dean, Valerie, Engeltjes, Jane Horton, Beverly Hundley, and Shannon McMaster

We welcomed new member Bev Hundley to our committee and look forward to her input and contribution in the coming year.

### **I. DEFINING WHO WE ARE AND WHAT WE DO**

By engaging in activities or events rooted in C3's values, we're doing good in the world, raising awareness about C3, and providing service opportunities to C3 members. These activities/events are both C3 generated and projects/programs started by others with whom we partner. While our specific marketing activities hopefully result in increased attendance at C3, *any* time we do anything in or for the community that represents C3 in a positive light, we are potentially attracting people to check us out.

### **II. OLD BUSINESS**

#### **A. Coalition for Community Development**

Jane handed out a report from the CCD. She highlighted the many ways in which C3 volunteers are making a significant difference in Muskegon Heights. She will make an appeal for more volunteers at a future Gathering.

#### **B. Adopt-a-Highway**

Mary said MDOT designates only certain dates for pick-up so volunteers don't interfere with their mowing schedule. Given the past weekend's weather, MDOT was willing to let us reschedule to this coming Sunday. Since it is Earth Day and the clean-up will be after the Gathering, Mary hopes there will be a good turnout.

#### **C. Loving Spoonfuls**

Nancy is in New Orleans, so there was no report.

#### **D. North Ottawa Allies Kitchen Table Conversation**

Nancy is in New Orleans, so there was no report.

#### **E. LEDA (Lakeshore Ethnic Diversity Alliance) Summit on Racism and Inclusion**

Kent is going to represent C3 at the Summit, "Advancing Equity," on May 15 in Holland. This is a good opportunity for networking. There are still some openings if anyone else is interested in going on their own.

#### **F. Notables Book Club**

The last Notables of this season is meeting on April 17 at the Tri-Cities Historical Museum. Katherine Mayberry is leading the discussion and bringing six

performers from the Pigeon Creek Shakespeare Company. David said he is already working on next season's Notables schedule.

**G. Cash Mob**

No new cash mobs are currently scheduled. About 30 people show up each time, so these are great ways to support local businesses. David is open to suggestions of Grand Haven or Muskegon businesses that would be good for the next cash mob.

**H. Earth Day**

Thanks to last year's success with getting children involved in producing a banner, Mary is supervising a new banner for this year's project. It will be a long, horizontal banner with the Grand River on it. Children will paint the river, and then organizations like the Wetland Watch can carry the banner in parades. C3 volunteers will staff a table at the event, which will have C3 promotional information available.

**I. Pride**

Our celebration this year will be part of the June 10 gathering. We'll have a special speaker and musician(s). Instead of Talk Back, we'll invite LGBTQ organization and allies to have displays in the Community Center. Even if someone doesn't come to the Gathering, they could come to the informational/entertainment section of the day.

**J. Marketing**

David said that in the past marketing has essentially been a calendar of activities. Now the Visioning Committee, a subcommittee of the Leader Support Team, is developing a proactive plan to get people to know who we are. Charity, David, Malea, and Kent are putting together a seasonal, content-based marketing plan.

Their focus will be on the Sunday Gathering—why we have the speakers we do, why we have the musicians we do, how anyone can contribute his/her own voice to the experience (e.g., through Talk Back), and how these all interact to make C3 unique and special.

Marketing continues through: Facebook, the website, email, Twitter, Instagram, YouTube, podcasts, and text messages.

David said they soon will offer education on how to subscribe to podcasts and how to watch on Facebook.

Key to the marketing effort is for everyone to remember that those of us who attend C3 and tell someone about our experience are the biggest and most effective marketers C3 has.

### **III. NEW BUSINESS**

#### **A. Pop-Up Event**

The C3 experience is going on the road. The first pop-up event will be in Grand Rapids in May; the date is still being determined based on the venue. The idea is to go where people don't know about us, so the evening will be an introduction—a way of bringing the product to the people. David said the committee working on this hopes to plan similar events in Muskegon and Holland/Saugatuck.

#### **B. Art Walk 2018**

David proposed that C3 consider being an official Art Walk entry this year. He wants to get a group together to come up with a creative performance art experience that captures C3's spirit and message. He already has some ideas and some people who have expressed interest in being part of the planning/performing committee, and he welcomes other volunteers.

#### **C. The Diatribe's Spoken Word Poet Event**

Fable the Poet introduced us to The Diatribe, a Grand Rapids organization that helps teens open up through the written and spoken word. This October, The Diatribe is putting on an event at Fountain Street Church, with Andrea Gibson as the headliner. Other artists, as well as some of the teens with whom The Diatribe works, will participate, too.

Do we want to be sponsors of the event? At the \$500 level, we would get VIP tickets, copies of the books, and recognition in the event's marketing. Fable the Poet has said that if C3 would be a sponsor, he would organize an event in Muskegon Heights on our behalf.

Although we don't currently have enough un-specified funds in our budget for the sponsorship, we believe this would be a great event to support. David is going to check with the Gathering Committee about suggestions for possibly raising money from C3 members.

### **IV. Next meeting: May 14**