

Ralph Bunche Advisory Committee
Subcommittee: Marketing and Communications
Noon August 24, 2022 - King George County Citizens Center

Meeting convened at 12:07 p.m.

Members present: Chair Phyllis Cook, Vice Chair Claudette Jordon, Shannon Tolliver (remote), Tameeka Heyward (remote) and Annie Cupka (remote). Chris Clarke present.

Members absent: Renee Parker.

Meeting called to order by Phyllis, beginning with greetings and distribution of Agenda, along with Notes from July 22, 2022. Tameeka agreed to take Notes due to Renee's absence.

ACCOMPLISHMENTS:

~ Visit to Dee Strauss's KGHS Class and its tour of RBHS buildings & site – Claudette reported on her class visit a later tour of Ralph Bunche. KGHS Principal Marc Watson and division Supervisor of Secondary Education Kristine Hill also attended the tour, expressing enthusiasm about the project.

~ Protocols for Canva account for Annie, Shannon, Dee, Tameeka – Prior to the meeting, Annie shared her Canva account with its templates and tools for creating digital art for websites and designing brochures, flyers, etc. She suggested a start be made on a possible logo, or maybe could be created by a professional.

FEEDBACK:

~ Annie and Claudette will continue to be the primary points of contact for Dee and her students.

~ Annie clarified the working title will remain the Ralph Bunche Community Center for the time being.

DISCUSSION:

~ Social Media Accounts, Themes - The online accounts will have a storyline to include the history of the building and what led up to its founding. Claudette will select and share RBAA digital files with the students to create interest in the community and beyond, including some of the oral histories. REELS, a device used to make short videos to help introduce content on FaceBook and Instagram, can be used for the storyline.

The storyline can include such info as the extent of the building's current needs for renovation and revitalization, along with this project and who's involved in the efforts to secure grant funding and donations for the renovations, with no tax dollars being requested. The Wiley/Wilson short video tour of the proposed renovation of the original section of the building into a museum gallery, offices and multi-use gym can also be posted.

~ Presence at Fall Festival and other Venues - Annie talked about a table at Fall Festival on October 8, saying she had secured one for herself and suggested both RBAA and Visualize and Rize Foundation each have a table. Claudette and Shannon readily agreed on behalf of their organizations. There were also suggestions to have a presence at one or more football games, including homecoming.

~ Meeting Dates – Monthly subcommittee meetings will be on the fourth Wednesdays, Noon-1. However, the November date will be on the third Wednesday, November 16, due to early closure of the Citizens Center the next week with the Thanksgiving holiday. December's will also be altered by the Christmas holidays, and Annie suggested the subcommittee meet right after the December 14 whole group meeting on the same day, to discuss ways to encourage donations for the project at the end of the year. Members were reminded that face-to-face meetings are preferable when possible, and to notify the chair if a remote link is needed.

The meeting adjourned at 12:58.

Next meeting Noon-1pm, Wednesday, September 28, Citizens Center