



BCA Communications Meeting Minutes

Monday, October 31, 12 – 1 p.m.

BCA Center, 2nd Floor LBG Room

In attendance: Bryan Parmelle, Kelly Moore, Lisa Lillibridge (note taker), Doreen Kraft, Llu Mulvaney-Stanak

Meeting began at 12:03 p.m.

Introductions:

- Kelly Moore, worked in marketing for Ben & Jerry's and the Bruins, excited to be part of the BCA COM committee.
- Bryan Parmelle, BCA Board member. Would like to be a part of the South End move discussion and messaging.
- Doreen Kraft, BCA Director. Spoke of BCA's evolving relationship with the South End and the need to connect with more people and build relationships.
- Llu Mulvaney-Stanak, BCA Director of Communications, spoke about their background and vision for BCA COM moving forward---reimagining and re-energizing what we do.
- Lisa Lillibridge, BCA Board member, graphic designer, and artist. Shared eagerness to learn and contribute to the COM committee.

Reviewed charge of committee:

Communication Committee

Staff: Communication Director & Senior Designer

The communications committee is made up of 6 members, representing the BCA board and community, who have a collective passion and excitement for developing an engaging and dynamic communications strategy for BCA. The Committee is chaired by a member, supported by the Communication Director, and meets quarterly or as needed determined by its members and the Communication Director. Experience in marketing, promotions, design, and general communications strategies is helpful, but not required.

The charge of the committee is to:

- Bolster the BCA communications efforts through thoughtful and measurable annual goal and objective setting for the committee. These goals should be set with an eye to maintaining quality control and strength

for the BCA brand and capacity within our limited communications resources.

- Be knowledgeable about and contribute to the annual communication plan in order to use it as a tool to inform and support other BCA board work and inform the larger community.
- Skill-share with each other communication tools and practices, so that all committee members gain professional development experience by participating on this committee.
- Have fun developing a creative space with other like-minded individuals where ideas flourish into practical marketing applications for BCA!
- Support the Communication Director and Creative Assistant Director by participating in energizing new BCA marketing initiatives and projects.

Llu noted the COM committee should review the charge annually, use the meetings as a chance to skill share between members, and that we want to make the work fun and dynamic.

COM committee member skill sets & ideas:

- BCA is in the digital divide, needing to leverage old school and new school approaches to COM including print, digital, and in person connections.
- We should remain humble and strategic in our approach.
- Consider, what is the most effective way to tell the BCA story?
- We need set some markers over the year for goal setting in COM.

Kelly: Shared her observation of who is on what social media platforms: older generations: FACEBOOK, Younger folks: Instagram. What are effective ways of reaching different populations? How do we best message or tailor messages for different demographics?

Brian: Has skills in infographics, editing video, and speaking in front of crowds. Looking to lend these skills for the COM committee.

Lisa: Interested in simplifying message. Create connects and identify South End people to have a conversation with. Expressed that people her age (50) feel so flooded with communication that there might be ways to reach a population in unique ways. Walk in woods and recite Walt Whitman perhaps? Experiences? Expressed that when printed materials are simplified there can be a subtle message that more money is going into the work and not the wooing.

Discussion:

- How do we capitalize on the organization's ability to create experiences?
- What's in our COM tool kit?

- Bell Curve explanation by Llu of how to reach people in different stages of connection and interest.
- An experience they had will keep them tied to BCA, how do we cultivate this?

Strategy Moving Forward with BCA COM & COM Committee:

- Work toward supporting the move of BCA studios to 405 Pine, through capital campaign materials and community engagement sessions.
- Assess the current COM collateral, digital metrics, and conduct a COM budget analysis.
- Bring the Design Position back into BCA and work toward sustainable capacity for the COM staff positions.
- Create brand standards, style guide, and a COM plan for the next 12 months.

Next Steps and Committee Homework:

- Think about list of strategy moving forward for BCA COM. Where do committee members want to plug in?
- 405 Signal boosting ideas.
- Style Guide ideas/help.
- Create 405 gathering opportunities with BCA in South End.
- Connect at least once a month during move.
- Meet on off months from the BCA board meeting (schedule TBD).

Adjourned at 12:58 p.m.