

Meeting Minutes: Media Domain February 3, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123	Next Domain Meeting: March 2, 2016 from 10-11:30 a.m. CHIP 5095 Murphy Canyon Rd, Suite 105 San Diego CA, 92123
Attendees: Dan Bennett, Dan Fesperman, Emilie Dang, Joangrace Espiritu, and Susana Lopez-Adolph, Recorder: Nina Ghatan	

Topic/Issue	Discussion	Action
COI Media Relations Policy	<ul style="list-style-type: none"> The revised Media Relations Policy was reviewed; key updates included removing the Communications Manager since the position no longer exists and updating general language about the COI and workgroups. The County requested additional updates to the Communications Plan including a more in depth description about how we plan to meet the identified goals. Workgroup discussed creating a diagram to supplement the Communication Plan, and adding both plans to the workplan to ensure they are reviewed annually. 	<ul style="list-style-type: none"> Dan B. and Dan F. share updated Media Relations Policy at the February Leadership Council meeting. Nina add Communications Plan to the March agenda. Joangrace forward Nina copy of YMCA CRS's Communication Plan
COI eNewsletter	<ul style="list-style-type: none"> The December newsletter was reviewed and workgroup decided to keep the content in the newsletter and to reformat it with a cleaner look. New ideas included highlighting local funders, including tips (such as articles on grant writing best practices and toolkits that are beneficial to a wide range of audiences), and creating a collaboration corner where partners can post collaborative needs/opportunities. A recommendation was made to ensure all content has emotional impact, such as quotes or a personal touch. Discussed developing a Google calendar so partners can upload content and events and including a link to it in the newsletter. The workgroup explored the idea of including a video welcome as an intro to the newsletter. 	<ul style="list-style-type: none"> Nina review Business Journal's profiles and develop questions to share with Leadership Council, Domain Council, and key workgroup partners (to highlight in the newsletter) Nina update the newsletter template Dan B. agreed to work with Deirdre to finalize the LCAP story for the COI eNewsletter by 2/10, so it can be distributed the third week in February.
5-2-1-0 Material Distribution Survey	<ul style="list-style-type: none"> Workgroup agreed to get an estimate from the web developer on the cost to update the 5-2-1-0 website to include lead generation to capture names, email addresses, and zip codes for partners interested in downloading materials. Once the 5-2-1-0 messaging is completely updated on the website, we will announce it in the newsletter to notify partners. 	<ul style="list-style-type: none"> Nina contact Aaryn to request a quote on updating the 5-2-1-0 page on the website.