



Marketing and Communications Meeting
February 18, 2022

Call to Order: Mr. Robeson called the meeting to order at 1:07pm.

Roll Call: Mark Robeson, Maureen McGinty

Excused Absence: Sandy Apidone

Also in Attendance: RHP Volunteer Coordinator Susan Czaplicki and 3 attendees on Zoom

Work Session

Workplan Framework and Workstream Definition and Assignments: Mr. Robeson commented the committee would break into workstreams and identify top priorities. The focus will be on main goals to accomplish in 2022, as well as identifying potential owners for each goal. Discussion regarding the need for a strong clear message for fundraising and grants and marketing workstreams.

Anita Gantner joined the meeting at 1:14pm.

Discussion regarding; brand definition, publicizing the park in various venues, signs and sign branding, residents and community engagement, website and newsletter. Discussion regarding the cost of printing and postage for a direct mailing to residents.

Questions and Comments From the floor: Ms. Sanderson commented the first fundraising goal is passing the levy. Discussion regarding incorporating Revere Schools.

Adjournment:

MOTION made by: Ms. McGinty and seconded by Mr. Robeson to adjourn the meeting at 1:46pm

MOTION PASSED: Vote was taken by voice which was unanimous

Submitted:

Handwritten signature of Susan Czaplicki in blue ink, written over a horizontal line.

Susan Czaplicki, Volunteer Coordinator

Accepted by:

Handwritten signature of Mark Robeson in blue ink, written over a horizontal line.

Mark Robeson, Marketing Committee Chair