

CLOVIS VETERANS MEMORIAL DISTRICT
BOARD OF DIRECTORS
WORKSHOP MEETING MINUTES

A workshop meeting of the Clovis Veterans Memorial District Board of Directors was held on February 5, 2020 in Patriots A/B. Chairman Tom Wright called the meeting to order at 9:00 AM followed by the flag salute.

Present:

Chairman Wright

Director Watnick

Director Rice

Director Frantzich

Director Flach

1. **Public Comments/Presentations on Non-Agenda Items**

None

2. **Consent Agenda**

Director Rice motioned to approve the consent agenda as presented, Director Flach seconded the motion. Motion carried 5 - 0.

Ayes: Flach, Frantzich, Rice, Watnick, Wright

a. **Approval of Agenda**

3. **Agenda Items:**

a. **Marketing & Outreach Workshop**

The Board discussed ways to engage the community every quarter. The engagement should memorialize and inform others of the value of veterans and this country. They believe the District needs to do a better job at showing how they are proactive in the community. They discussed the importance of getting the message out to college students and the younger generation. Chairman Wright expressed his concern in regards to how much new marketing strategies would cost to implement and who would be in charge of the tasks.

CEO Lorenzo Rios explained that the District has created many partnerships and has defined the Districts' purpose to the community. The District also has seen an increase in Board Member participation and a sense of being seen as equals in the community. The District is beginning to become a brand that the community wants to be affiliated with. The outreach that has been created focuses on the sacrifice of veterans and their families matter, the duty of a responsible citizen, and that veterans are so much more than soldiers. Chairman Wright agreed that the District has had many victories, and once they leverage the assets they have in a positive way they can slowly begin to influence the community.

CEO Rios explained that the District already has airtime with Valley PBS seen through the tagline "brought to you by the Clovis Veterans Memorial District". Director Flach stated that the District has been a glue for all Veteran Service Organization's to work together which has developed over time. The steps to increase influence in the community will be gradual, but they will be taking steps toward achieving this goal. The Board discussed having a breakfast for the District to showcase what they've done in the community and plans for the future. They also suggested that they could make a plan for reference purposes to insure that they are on track to achieve their goal.

Director of Operations, Amy Whitacre, did an overview of District events and media outlets which they currently use. CEO Rios elaborated stating these events create a bridge between civilian and military and also encourage younger veterans to get involved. Ms. Whitacre explained their social media influence and engagement and that the District is actively trying to increase their Twitter, Instagram, and LinkedIn presence in the community. Marketing Associate, Jale Wesley, explained that the different events that have been held at the District has given the community a reason to deem the District as a safe family-oriented place. The Board discussed different ways to captivate the interest of the entire community through various outreach events.

4. Board Items:

5. Adjournment

With no further business to discuss, Chairman Wright adjourned the meeting at 11:15AM

Reviewed by
Lorenzo Rios
CEO

Approved by
August Flach
Board Secretary