

## **Marketing Committee Update**

Submitted by LaMone Downey Leonard, Committee Chair  
August 28, 2023

I am very excited that the Marketing Committee has expanded to 7 people since our full Board meeting in June. Our membership now includes:

Jill Kniebel, Aprill Lane, Mary Zantor, Emily Lindblad, Meagan Bielagus, Liane Moccia, and myself.

We have our first meeting as a full committee on 9/7/23 at 7pm-8pm in which we will begin exploring the following:

- Introductions
- Re-Introduction to Marketing Committee
- Review of RNE Goals/Priorities
- Review of Current Marketing Updates & Strategies
- Review of Meeting Frequency

This year our focus will be on the following:

- Establishing more regular and possibly frequent meeting times
- Ways in which we can support our name change, Walk and Conference.
- Explore and evaluate our current marketing strategies and address any holes in which we may need to fill.