

### **1. Welcome Kayleigh! - EMAN Marketing Intern**

Kayleigh presented some of her sample social media posts that will be distributed to the EMAN Board, specifically for Drag Queen Bingo and the Mt. Airy Scavenger Hunt.

### **2. Update and Wrap-up Brand Ambassador concepts**

Kayleigh then led the group through the work she has done to develop the Brand Ambassador work for the Board. Specifically, the Committee reviewed the language for the "Saying It" portion of being a Brand Ambassador. Michael then asked for all final edits and language to be changed by this Friday, April 9th.

The goal will be to present the "Seeing it" and "Saying It" portion of being a Brand Ambassador to the EC in May, with a final presentation to the full Board at the May Board Meeting.

### **3. Strategies for maximum new member outreach**

The committee then strategized new ways to increase new member engagement in the Board. Nina will post a call for new Board members to Mt. Airy Facebook groups. During the open call period, EMAN will flyer the neighborhood using the approved flyering budget to reach new potential Board members.