



PUBLIC MEETING NOTICE

The Community Relations Committee of The Bridge Center for Hope will hold a Community Relations Committee meeting as shown below:

DATE: August 11, 2022

TIME: 10:00 AM – 11:00 AM

LOCATION: Zoom Meeting

<https://us02web.zoom.us/j/81935326558?pwd=bExva0QremJoY3BHellLZWthWnpxdz09>

Meeting ID: 819 3532 6558

Passcode: 394023

Phone: 346-248-7799

The public is invited to attend.

Notice has been made of this meeting, through publication and via internet, to comply with the “Louisiana Open Meetings Law”.

Charlotte Claiborne, Bridge Center for Hope
Executive Director



COMMUNITY RELATIONS COMMITTEE MEETING

August 11, 2022
10:00 AM – 11:00 AM
Zoom Meeting

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AGENDA

- | | | |
|------|--|---------------------|
| I. | CALL MEETING TO ORDER | Donna Collins-Lewis |
| II. | PUBLIC COMMENT ON AGENDA ITEMS | Donna Collins-Lewis |
| III. | COMMUNITY RELATIONS COMMITTEE | Donna Collins-Lewis |
| | A. For Action: Approval of Minutes of the Community Relations Committee meeting held April 6, 2022 | |
| IV. | ADVERTISING STRATEGY FOR 2022 | Charlotte Claiborne |
| V. | UNFINISHED BUSINESS | Donna Collins-Lewis |
| VI. | NEW BUSINESS | Donna Collins-Lewis |
| VII. | ADJOURN | Donna Collins-Lewis |



COMMUNITY RELATIONS COMMITTEE MEETING

April 6, 2022
2:00 PM – 3:00 PM
Zoom Meeting

<https://us02web.zoom.us/j/84195350612?pwd=ckNTQnNqRU5TYzRVSzW8ydjJEZlFtdz09>

Meeting ID: 841 9535 0612

Passcode: 703476

Phone: 346-248-7799

MINUTES

I. CALL MEETING TO ORDER

The meeting was called to order at 2:06 PM. Community Relations Committee members participating virtually were Chair Greg Dicharry, Kathy Kliebert, Donna Collins-Lewis and Lewis Blanche.

Also, participating was Charlotte Claiborne from Bridge Center for Hope.

II. PUBLIC COMMENT ON AGENDA ITEMS

Mr. Dicharry asked if any members of the public would like to comment on the agenda. After hearing no request for comments, Mr. Dicharry proceeded with the agenda as written.

III. COMMUNITY RELATIONS COMMITTEE

A. For Action: Approval of Minutes of the Community Relations Committee meeting held February 23, 2021

Mr. Dicharry reviewed the Community Relations Committee meeting minutes held on February 23, 2021. On a motion by Lewis Blanche and a second by Kathy Kliebert, the Community Relations Committee unanimously approved the Community Relations Committee meeting minutes held on February 23, 2021.

IV. BRANDING AND COMMUNITY OUTREACH

A. For Discussion: Media Platforms

Mr. Dicharry deferred to Ms. Claiborne to provide the update. Ms. Claiborne reported that the Bridge Center is exploring several options to market the facility by utilizing multiple advertising firms.

B. For Discussion: Community Messaging

Ms. Claiborne reported that the mix use of radio advertising and digital billboard would be used to market the Bridge Center, and the use of digital billboards would allow for multiple messages per month thus increasing visibility. Ms. Claiborne also reported that the Bridge Center's Annual Report has been published, and the Business Report feature article was scheduled for late April release.

V. MAY MENTAL HEALTH AWARENESS MONTH

A. For Discussion: Awareness campaign for May

Mr. Dicharry deferred to Ms. Claiborne to provide the update. Ms. Claiborne reported that approximately 25 agencies have signed up to participate in the community fair. Ms. Claiborne reported that radio, social media and billboard advertising will promote the event along with the Bridge Center.

VI. UNFINISHED BUSINESS

Mr. Dicharry asked if there was any unfinished business that required discussion. After hearing no comments, Mr. Dicharry proceeded with the agenda as written.

VII. NEW BUSINESS

Mr. Dicharry asked if there was any new business that required discussion. After hearing no comments, Mr. Dicharry proceeded with the agenda as written.

VIII. ADJOURN

With no further business to discuss, and on a motion by Donna Collins-Lewis and a second by Kathy Kliebert, the Board of Directors meeting adjourned at 2:58 PM.