

## GCACH Communications Committee Meeting Meeting Minutes

November 30, 2018 | 1:00 PM – 2:30 PM | Teleconference

### Participants

(\* denotes they called in)

Joyce Newsom\*, Madelyn Carlson\*, Dan Ferguson\*, Sandra Suarez\*, Wes Luckey\*, Lauren Johnson\*

### Welcome & Introductions

Madelyn welcomed everyone and thanked them for attending the meeting for the Communications Committee. Madelyn reviewed agenda for the meeting.

### GCACH Sponsorship Policy

During the November Board Meeting, the Board requested that the Sponsorship Policy be reviewed by the GCACH Communications Committee. The Sponsorship Policy defines the process to apply for a sponsorship from GCACH. The policy also outlines GCACH's criteria and decision-making process for sponsorship.

The group reviewed the Sponsorship Policy and requested the following revisions:

- Add a purpose for the Sponsorship Policy
- Remove the reference to "donations" from the Sponsorship Policy
- Remove the reference to "programs" from the Sponsorship Policy
- Decrease the maximum sponsorship amount from \$10,000 to \$5,000
- Add a definition for "event"
- Focus on sponsoring events on a Regional scope
- Adjusting the application revision process to bi-monthly

The Communications Committee also requested to have the following adjustments made to the Sponsorship Application Questions:

- Request a budget
- Remove any questions pertaining to a "donation"
- Add "What is the long-term impact of the event?"
- Add "Would you be able to accept less than your amount requested?"
- Add "What potential brand opportunities would be presented if we sponsored this event?"

### WIN211/ GoogleMaps/ Sue Jetter's List of Resources: Comparison

The group also determined that the Sponsorship Policy will be focused on singular events and partner  
Wes introduced the WIN211, Google Maps, and Sue Jetter's List of Resources Comparison spreadsheet. After receiving feedback regarding the resources available in our area, GCACH realizes there is room for improvement either through a new platform or amongst existing resources. With the new resource, GCACH's goal is to have a robust resource and database that is functional, accurate, and constantly updated.

Lauren presented her findings:

- Google Maps, in most cases, presented more resources than WIN211, although the resources were not always relevant to our target population.
- WIN211 presented several relevant sources for our target population. There were also a couple organizations that came up across categories including: Yakima Neighborhood Health Services (YNHS), Catholic Charities, People for People and Next Step. We also found that WIN211 will offer specific categories such as Bus Passes or Supportive Housing and will not come up with any resources.

- Overall, Lauren found that when searching for the broader categories, such as housing or transportation, more resources were offered. WIN211 does a great job of pulling in resources that are relevant.

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## Adjournment

Madelyn concluded the meeting by thanking all for attending. Madelyn noted that Lauren and Kylee will work on updating the Sponsorship Policy from the comments made during the meeting and send out to the group for review. The group plans to meet December 18, 2018 to finalize the Sponsorship Policy. Meeting was adjourned at 2:30 pm.