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### **1. Welcome and Call to Order**

- Welcome from Committee Chair or CCIDC staff liaison
- Overview of CCIDC mission and the role of the Marketing and Outreach Committee
- Review of meeting agenda and objectives

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### **2. Committee Member Introductions**

Each member to briefly share:

- Name and role or organization
- What they hope to contribute to the committee

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### **3. Overview of Current CCIDC Marketing and Outreach Efforts**

- Summary of existing marketing channels and materials
  - Website
  - Social media
  - Email communications
- Discussion of strengths, gaps, and opportunities

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### **4. Discussion: 2026 Committee Goals and Desired Outcomes**

Suggested outcomes for committee consideration:

- Increase brand awareness of CCIDC
- Strengthen outreach to local businesses, partners, and community organizations
- Improve consistency and clarity of CCIDC messaging
- Expand digital presence and engagement
- Develop an annual marketing and outreach plan aligned with CCIDC strategic goals

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### **5. Committee Action Items and Member Engagement**

Suggested action items for committee members:

- Review and provide feedback on existing marketing materials
- Identify outreach opportunities within personal and professional networks
- Assist with content ideas for social media, newsletters, or campaigns
- Participate in planning or promoting CCIDC events
- Help define key audiences and messaging priorities
- Volunteer for short-term task groups or projects as needed

Confirm next steps and assign preliminary responsibilities.

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### **6. Future Meeting Schedule and Logistics**

Quarterly meetings will be held via Zoom on the first Tuesday of the month from 3:00 PM to 5:00 PM Pacific Time.

2026 Meeting Dates:

- February 3, 2026
- May 5, 2026
- August 4, 2026
- November 3, 2026

Confirm availability and any scheduling considerations.

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### **7. Public Comment or Open Discussion**

- Open floor for additional ideas, questions, or suggestions

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### **8. Adjournment**