



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

2. Committee Member Introductions

Each member to briefly share:

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

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

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

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.

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.

Next Meeting Date:

- February 2, 2027

Confirm availability and any scheduling considerations.

7. Public Comment or Open Discussion

- Open floor for additional ideas, questions, or suggestions

8. Adjournment