

Bond Education Committee Minutes

October 2, 2024; 6:00 PM

Bonnie B. Davis Environment & Agricultural Center, 1020 US-70 West, Hillsborough

COMMITTEE MEMBERS PRESENT: Al Ciarochi, Samantha Earnhardt, Jean Hamilton, Phyllis Portie-Ascott, Anissa McLendon, Frederick Davis, Andrea Tanner, Rani Dasi

COMMITTEE MEMBERS ABSENT: Dr. Danielle Jones, Vina Modaress, Sarah Smylie, Benjamin Alschuler, Jason Johnson

COUNTY STAFF PRESENT: Travis Myren, Kirk Vaughn, Kristin Prelipp

AVENIR BOLD STAFF PRESENT: Jan Johnson

1. Call to Order at 6:02 pm

*Co-Chairs Commissioners Jean Hamilton and Phyllis Portie-Ascott*

2. Approval of Minutes from the September 18 Meeting

*Co-Chairs Commissioners Jean Hamilton and Phyllis Portie-Ascott*

Motion to approve by Fredrick Davis, seconded by Anissa McClendon.

3. Input Session

*Co-Chairs and Avenir Bold*

Includes a discussion about the proposed communications assets to include a PowerPoint presentation, a meeting in the box, social media graphics, yard signs, a video, and other materials. We will also discuss how to handle upcoming events including whether a meeting in the box is sufficient if a staff member is not available to attend and whether we should put a calendar of the events on the website.

- A. Jan Johnson presents the website and wants us to let her know if we have any changes or additions. They are monitoring website hits.
- B. The committee agrees it would be fine to put the events on the website and also wants to add a link to email Kristin Prelipp for more information.
- C. The press release has been sent out and we have had three media hits. She introduced the meeting in the box.
  - a. Jean Hamilton makes it clear that if we offer the meeting in the box, people are speaking for themselves, especially if they are on the committee.
- D. The committee discussed what we wanted to include in the meeting in the box.
- E. Jan Johnson introduced the idea of a video. The committee agrees that it would be good to have a 60-second video and also a reel.
  - a. Fredrick Davis points out that the footage of schools needs to be generic so that people cannot identify a specific school.
- F. Paid social media will begin soon.

4. Next Steps

*Co-Chairs and Avenir Bold*

- A. The group discusses yard signs and agrees that they are worth the money and effort.

B. The group discusses if the October 30 meeting is necessary. They decided we would meet on October 16 to evaluate our progress and make a plan for the end of the education campaign.

5. Adjourn at 7:20 p.m.

Reminder of Meeting Schedule:

- October 16 at the Solid Waste Administration Office, 1207 Eubanks Road, Chapel Hill
- October 30 at the Whitted Human Services Building, 300 W. Tryon St., Hillsborough