



Communications Action Team
January 8, 2025, 10 a.m. – 11:30 a.m.
Zoom

In attendance: Fritz Schroder, Natalie Johnson, Avery Van Etten, Mikaela Bender, Mike Hudson, Stacey Hanrahan, Zach Johnson Medland

At the end of the meeting, we will have:

- A list of upcoming events and how we can best promote and assist each other.
- Discussed budgets and plans.

[November meeting notes](#) – Please let us know if there are any questions or corrections required

Agenda

- **Welcome** – What is a goal you have for your organization/communications in 2025?
 - How were your analytics in Q4? Did you track them? Did they trend up or down?
 - Todd noted that people tend to stay away from social media during elections
- **Celebrations** – What events or accomplishments do you want to celebrate (personally or within your company)?
 - Natalie - New Executive Director, November - Chesapeake Champion Interfaith Breakfast
 - Stacey - stream and watershed enhancement grants
 - Todd - Sunnyside cleanup - social justice
- **Upcoming Events** – What events or initiatives do you have coming up that we can help promote?
 - CRC hiring a marketing person
 - Avery - Nature Hour tonight, Wed night events on Zoom, Feb., volunteer training month, Ed. program capacity - more info coming to recruit education volunteers
 - Todd - 2026 River of the Year - 6,000 votes
- **Topic of Discussion** – Budgets
 - Is your budget up or down from last year?
 - Avery - Google ads (\$10k grant)
 - Todd - Website fixes

- Mikaela - awareness - ads
 - Todd - narrative excelleration
- Any changes your are making in your communication efforts because of it?
 - Mikaela - upping ad budget, stag. print
 - WGAL digital packages
- If budget was not an issue, what would your communications plan for 2025 look like?
 - Natalie would have an entire staff
 - Todd would do everything to drown out the “bs narrative” and redirect the messaging to clean and clear by 2040
 -
- Have budgetary issues hindered (or helped) your communications efforts?
 - Time, rather than budget, is the hinderance
- What are ways that we can collectively help each other, especially those with budgetary concerns?

- **Questions for Natalie**

- **Business Items**

- As mentioned in the previous meeting, we need to form a committee of 3 or 4 to review the most recent Public Opinion Survey to recommend changes and additions for release of an updated survey in 2025

Next meeting is March 12, and the guest speaker will be Sawyer Van Etten from WebFX discussing SEO and analytics.