

## Executive Committee Meeting, 2021-Sep-20 Monday

19:01 Call to Order

Roll call:

Nolan Pelletier, Sean Brennan, Sean Dempsey, Stephen Nass, Mickey Mullin, Erik Sawyer, Steve Persico, Derek Proulx

### Marketing plan

Want to focus all out efforts to support the billboard marketing item.

Erik proposed Twitter mix between existing Tweets and marketing support.

Billboard cycles.

Looking for 1-2 ideas to spread across all platforms. More splintered means less effective.