

MARKETING ROUNDTABLE OF THE OZARK FOOTHILLS REGIONAL COMMUNITY FOUNDATION

Agenda

4:00 P.M. Thursday, September 28, 2023
Castello's, Poplar Bluff

Review of Current Fundholder Balance: \$2,209,792.99

Current Fundholder Balance Report (Attached)

Motions to be Made During This Meeting:

- ❖ Motion to Accept Ryan Ainley on the Board as a Representative of Naylor
- ❖ Motion for Grant Committee Acceptance of (3) [Specify grant details]
 - Discussion on Grant Committee Meeting Specifics
 - Setting a Date
 - In-Person or Online Format

Current Board Vacancies

Overview of Current Vacancies

Consideration of Filling Vacancies with:

- ❖ Representatives from Reynolds & Wayne Counties
- ❖ One At-Large Individual
- ❖ OFRPC Board Member
- ❖ Current Fundholder
- ❖ Brainstorming Ideas on How to Fill These Vacancies
- ❖ Review of previous years ideas & successes
- ❖ How to connect with existing and new fundholders

Set Next Meeting Date

Meeting date for December (second Tuesday in Dec. date would be Dec. 12, 2023)

Adjournment

Now for the Fun stuff:

Marketing Ideas

Presentation of a List of Possible Fundraising and Marketing Ideas (Attached)

Discussion and Elaboration on Marketing Strategies, Including:

- Paint and Sip Event
- Cooking Classes
- Eggstavaganza
- Hat burning

Enhancing Social Media Presence

Discussion on Strategies to Enhance the Foundation's Social Media Presence

Consideration of Reaching Out to Prior Grant Recipients:

- Interviews on Utilization of Funds
- Potential 60-Second Interview for CFO Affiliate Page and Social Media Platforms
- Brainstorming and Idea Sharing

Open Floor for Additional Agenda Items:

Note: Any relevant documents and reports mentioned in the agenda are attached for reference.