

**MINUTES OF MARKETING ROUNDTABLE**  
**THE OZARK FOOTHILLS REGIONAL COMMUNITY FOUNDATION**

4:00 P.M. THURSDAY, SEPTEMBER 28, 2023

CASTELLO'S, POPLAR BLUFF

PRESENT

Russell French-President, Alan Lutes, Susan Skaggs, Rebeca Pacheco, Lydia Keller, Misty Edwards, Marie Obourn and Ryan Ainley.

- A motion was made by Marie Obourn to accept the fund balance of \$2,209,792.99. The motion was seconded by Rebeca Pacheco. Motion passed by unanimous vote.
- A motion was made by Susan Skaggs to accept Ryan Ainley as the board representative for the Naylor area. The motion was seconded by Marie Obourn. Motion passed by unanimous vote.
- A motion was made by Alan Lutes to accept a grant committee of three to review and grade grant applications. The committee agreed to meet in person and votes will be made via email after grading of applications is complete. The three volunteers approved to be on this committee are Rebeca Pacheco, Susan Skaggs and Marie Obourn. The motion was seconded by Ryan Ainley. Motion passed by unanimous vote.
- Marie Obourn made a motion for the next meeting to be held on Tuesday, December 5, 2023, at 4 p.m. at the OFRPC office located at 3019 Fair Street, Poplar Bluff, MO. The motion was seconded by Rebeca Pacheco. Motion passed by unanimous vote.
- Russell French made a motion to adjourn the meeting, Alan Lutes seconded that motion and the meeting adjourn time was 4:30 p.m.

Other topics discussed:

Lydia recapped her work and discussed how to assist current fund holders. She mentioned having 38 funds, sending Christmas cards to fund holders, also reminding fundholders they have a direct link that they can share on their social media to accept donations (as many may not be aware of this).

Misty Mentioned doing profiles on board members to put on social media and on the website as well as possible short interviews of those who have received or granted funds. Short 30 to 60 second interviews for social media and website were discussed. Misty will also send the available contacts for fund holders to the board.

Fundraisers were discussed as well as the possibility of utilizing online fundraising as suggested by Ryan Ainley during the discussion.

The generic online application for board members, which was approved via email, was also discussed and approved to be shared on social media.

We sadly wished Lydia farewell and good luck on her new life endeavors. She will be greatly missed by all.

The Marketing Meeting Dinner, adjourned at 6 p.m.

\_\_\_\_\_ Date approved \_\_\_\_\_

Russell French, Chairman

\_\_\_\_\_ Date approved \_\_\_\_\_