

# TLC Outreach Committee Minutes

## Wednesday, February 7, 2018, 3:30-5:00, Room 1129

### Administrative

Present: Bill Greaver, Edie Heppler, Paul Maffeo, Joanne Gainen

- a. Approval of January minutes: Approved as written.
  - b. New TSO registrations: Joanne/Raj: 30 new sign-ups; two expressed interest in Marketing/Outreach: Jay Melnick, Yue Yue. Joanne will contact them by email.
- Next meeting: **Wednesday, March 7, 1:30-3:00, Room 1129 (confirm)**

### Outreach

- a. Overlake Senior Fair Update – Bill: Laurie has some pens remaining we can use as giveaway items. Printed TELOS-only catalogs, TELOS brochures, and sign-up forms will be available. The possibility of a raffle was discussed with no action taken.
- b. TSO-TELOS Survey, invitation, and possible focus group: Joanne reviewed the survey content and noted changes suggested. The survey invitations will be sent: 1) to the generic TELOS list (by Gayle); 2) to individuals on the TSO email distribution list (by Joanne). For the TSO distribution only, if no response is received, the invitation will be sent again only to non-respondents.
- c. Talks at organization meetings: Claudia will do a demonstration class at the Issaquah Senior Center. She will take TELOS brochures and catalogs with labels. She is also scheduled for a radio interview with Pat Pauley, ARTbeat Northwest, 1150 AM KKNW (<https://1150kknw.com/show/artbeat-northwest/>) (listen here: <https://soundcloud.com/1150kknw/artbeat-nw-02-06-18-dance-instructor-claudia-lawrey?in=1150kknw/sets/artbeat-nw-with-pat> )
- d. Spring Catalog distribution: Joanne reported that Gayle contacted her after reading our minutes to say that catalogs cannot be distributed to the Kirkland Library or other public locations outside our service area. A service area map is included below for future reference. Paul will continue to put catalogs in approved locations.

### Media

- a. Printing of TELOS-only catalog for Spring: Funding? (see above) We can't post the schedules on our website anymore as pdfs. It is because of state accessibility laws.
- b. TELOScope report: The [Spring issue](#) is available online and in print (limited).
- c. Facebook page: No update.
- d. TELOS Ad/PSA Status: Joanne reported that there are now two versions of the ad available for viewing online. The recorded and edited by Bellevue College Digital Services under the supervision of Director Rick Otte.
  - Long version: <https://vimeo.com/253654280/a9bdb4bf19>
  - Short version: <https://vimeo.com/254030813/575fe0023f>

## New business

- a. Follow-up on brainstorming session - Ambassadors, Art Lounge intros: No report. Members are encouraged to attend local events such as Cultural Conversations and Eastside Neighbors Network Socials (for details visit the website, <http://eastsideneighborsnetwork.org> )

Meeting Adjourned at 4:30.

## Winter Quarter Schedule:

Date	Event	Time	Location
Saturday, Mar 3	Overlake Senior Fair	10:00-3:00	Westminster Chapel
Wednesday, Mar 7	Regular Meeting	1:30-3:00	V1129

**Committee members receiving notice:** Joanne Gainen, Bill Greaver, Edie Heppler, Chuck Kimbrough, Ron Lebieko, Paul Maffeo, Ruth O'Connell, Nancy Rogers, Chris Steele.

**CC:** Virginia Binder, Sue Black, Sandi Medendorp, Jerry Bunce, Steve Denison, Howard Frank

**TELOS:** Laurie Phillips, Jennifer Sohonie, Gayle Solberg

