

Somerville Commission for Women (SCW)

Committee: Communication & Events (C&E)

Tuesday, April 7, 6:30pm on Zoom

Agenda

- Call to order
 - Melissa Canu
 - Ayerim Decena
- March event debrief and next steps
 - 18 registered did not show
 - We're not going to send a follow up on why they didn't attend this first event
 - "We missed you email" should be sent out within 24 business hours for best likelihood of reply
 - For future events, we should send reminders a week or a few days before the event
 - A reminder was sent the day before for this event
 - A few people registered more than once
 - For future events, we'll need to make sure to clear out the duplicated registrants
 - "Thank you for coming" emails should go out within one week
 - 9 walk in, 39 attendees, 48 Registrants
 - Many attendees found out about the event through Katelin
 - Somervivia - additional referral
 - Somer Writes - additional referral
 - We need to emphasize with the full Commission to leverage networks
 - Lessons learned: have a go-bag of
 - Nametags
 - Clipboards
 - Scissors
 - Tape
 - Markers/pens
 - C&E will submit budget request to SCW at 4/21 meeting
 - Printed QR code could be displayed that links to menu/linktree of our resources newsletter opt in form, IG, website, etc,
 - Ask Alex to set it up and to link IG to the SCW email
 - Background music could be played at future events
 - Food vendor emailed about payment
 - Haakon confirmed that Catherine is working on it.

- Recording the event/AV
 - If we're doing some info-sharing or panel, recording can be allowed, but not for more intimate gatherings
- Timing of event
 - Ayerim had been keeping track
 - Next time, we need to account for breakdown in case we have to be out by a certain time
- High-priority for future events
 - Promoting
 - Reaching across diverse groups
 - Age, races, ethnicities
 - Realtime translation
 - ASL interpretation
 - We could use city demographic info to determine interpretation/translation costs and availability
- Rachel Tam and Geneva Isaacson joined the call ~7pm
- Event schedule lookahead
 - C&E committee will review Co-chairs email by April 21 via whatsapp
 - June/July:
 - Can ask the Human Rights Commission to collaborate on a Pride event
 - There is an LGBTQ+ Coordinator within HRC
 - Haakon can make introduction
 - Rachel suggested a block party/community gathering; possibly DJ
 - C&E will request a taskforce to begin this event planning
 - December
 - Skill building event
 - Budget
 - Fiscal year ends June 30
 - We cannot rollover previous year's budget
- Website updates
 - Melissa is working on finalizing copy for SCW webpage
 - Request to RSJ:
 - A form so that people can get in touch with us
 - Haakon asked to send web updates to him; he'll present it to Catherine and to the web team.
- Open discussion
 - Social Media
 - We'll need to create a content creation plan for long-term
 - At least once a week
 - Instagram
 - Will propose a social media taskforce at April 21 SCW meeting
 - Melissa will update profile picture and bio
 - Ayerim will manage until the IG email is changed to SCW email

- Will post every other day
 - For now, we can repost from trusted partners
 - We want to avoid risk of bad press, so we can focus on Somerville City-based accounts
 - Have a template for:
 - Observance Days
 - Meeting reminders
 - May posts will need to be presented and completed by April 21
 - Ayerim will create some posts
 - In the meantime, we can have individual commissioners post
- Can send requests to Haakon to create graphics
- 6:30pm for C&E Meetings will continue; all subcommittee members confirmed this time still works for them
- Approval of last month's subcommittee meeting
 - Ayerim: Approved
 - Geneva: Approved
 - Melissa: Abstained
 - Rachel: Approved
- Adjourn

Next sub-committee meeting: Tuesday, May 5, 2026 at 6:30pm