

Minutes of the ICC Meeting

Date: Thursday, December 12, 2024

Time: 9:00 AM

Location: Royal Oak Woman's Club

1. Welcome and Networking

- Members arrived early for networking and enjoyed donuts and coffee provided.
- Meeting called to order at 9:00 AM by A. Murphy

2. Review of Agenda

- The agenda was shared via email and distributed as hard copies at the meeting.

3. Guest Speaker: Michelle Armstrong, TAG Multimedia

- Topic: *"Your Online Presence"*
- Key points discussed:
 - Importance of maintaining a professional and engaging online presence.
 - Best practices for improving visibility on social media and websites.
 - Tools and strategies for effective online branding.
 - Connect with local "influencers" to cross-promote.
 - Own up and engage with your donation page!
- A Q&A session followed, where attendees had the opportunity to ask specific questions about their organizations' online strategies.

4. Salvation Army Toy Drive

- Members were thanked for contributing an unwrapped toy for the Salvation Army Toy Drive.
- Donations were collected during the meeting and picked up by the Salvation Army.

5. Announcements and Updates

- Upcoming events or deadlines were shared by members.
- A brief discussion on [specific announcements shared during the meeting].

6. Closing Remarks

- The facilitator thanked Michelle Armstrong for her insightful presentation and the members for their active participation.
- Next meeting details will be shared via email.

7. Adjournment

- The meeting concluded at approximately 10:30.

Attendance:

Royal Oak Schools, Royal Oak Musicale, Royal Oak Schools Foundation, Royal Oak Historical Society, Salvation Army, Royal Oak Woman's Club

Prepared by:

Amy Murphy
President