

Inter-Club Council Meeting Minutes

March 13, 2025

Attended:

ICC: Cynthia DeMan, Terry Poduska, Shelly Lake, Amy Murphy (Tom Toggweiler-excused)

YMCA. Trisha, Chimere – speaker TJ Chairse
tanjae.chairse@ymcadetroit.org

Other Members:

Brenda Braidwood: Royal Oak Musicale

Teresa Spong: Oakland Family Services

Janet and Kurt Von Eberstein: Royal Oak Schools Foundation

Tom Giese: Hour Exchange Timebank

Mary Beth Fitzpatrick: Royal Oak Schools

Doreen Murphy: Royal Oak Youth Assistance

Barb Bolton: Royal Oak Garden Club

Steven Woodard, Salvation Army

Simon Mourani: DTE

Welcome- Cynthia DeMan

- Called to order at 9 by DeMan; Welcome, and thank you to the YMCA for hosting. Tricia and Chimere gave us a facility tour, including the new e-gym.
- When we returned to the conference room, we began the presentation by TJ Chairse. She introduced herself, opened it up to any questions
 - o **Takeaways:**
 - 1) The best time of the day to post on Facebook and Instagram.
 - a. Best time to post – post AM, Lunch, Dinner, or evening
 - 2) Use Meta Planner for free; you can schedule posts for FB and IG.
 - 3) All comments and questions should be answered promptly (If you are a large organization it is good to have a Social Media Ambassador who is responsible for that.)
 - 4) TJ discussed Feed vs. Story and when to use which.
 - a. Story lasts 24 hours. Great for behind the scenes with guaranteed impressions.

- 5) TJ discussed the various tools that can be used: Reels - video under 60 seconds (when creating, it can be anything – make it an elevator pitch)
- 6) Try Polls to receive information from your followers and to increase engagement.
- 7) Sharing of posts is a valuable metric.

TJ discussed Best Practices:

- 1) Video is favored on Instagram
- 2) Pictures with music – put on 7-10 pics so it is a carousel
- 3) Start posting 4-6 weeks ahead of the vent – post every week - multiple times to create consistency in the algorithm
- 4) Use video to promote an event
- 5) Create an event on Facebook page
- 6) Add music to your posts
- 7) Go live from events
- 8) Cross Promote on pages
 - a. For example: the YMCA and the Royal Oak Leprachauns
- 9) On Instagram - set your account to creative account, not business for more perks.

AT 9:55 Amy thanked TJ, and we moved on to the member comments.

- Steve W – **The Sal** – Annual Spring Fashion - May 8
- Terry P – **ROWC** – Bingo Night – March 13 proceeds to Care House
- Shelly Lake – **Blessings in Backpack** – April 9 Red Robin dining on John R
- Mary Beth Fitzpatrick – **YMCA Board Leadership Networking opportunity** – March 20
- Doreen Murphy – **Youth Assistance** – Miners Den are contributing battery donations during the month of March
- Simon Mourani – **DTE** – Available for presentations
- Von Eberstein's – **Royal Oak Schools Foundation** – Golf Outing – June 23 at the Metamora Golf Club – more to come
- Tom Giese – **Hour Exchange Timebank** – Get together at the Huntington Woods Library; clean up of Bassett Park on April 26th

- Chimere – **YMCA** – Membership is 50% off through March; March Madness Challenge (download the app and set up for fitness challenge); April 26 – Baby Rave; Healthy Kids Day is coming up.
- Teresa Spong – **Oakland Family Services** -- Foster Families are needed. She passed out business cards and a small flyer.
- Amy Murphy: **Royal Oak Schools** – St. Patrick's Day Parade, Saturday, March 25; The RO High School is having the Mattress Fundraiser on 3/16; Middle Schools are performing an adaptation of the Wizard of Oz over 3/21 weekend.
- Barb Bolton – **Royal Oak Garden Club** – They are now a 501.3c status; March 26, there is a presentation at the Library regarding Vegetable Gardens; April 7, there will be a presentation regarding 'growing Dalia's', at the Senior Center; The Auction is May 2 at the Senior Center.

Secretary report

Amy Murphy requested a motion to approve the minutes as written – Motion by Barb Bolton, Second by Cynthia DeMan; all approved.

Treasurers report

Shelly Lake Presented the Treasurer report: \$1180.14

ICC Business – Board

Amy Murphy discussed the scholarship opportunity.

Reminder about next meeting: at Royal Oak Middle School on April 10th – Program is Toastmasters.

Meeting adjourned at 10:16

CED