# 2021-07-22 Meeting notes

## Date

22 Jul 20216:00PM-

## Attendees

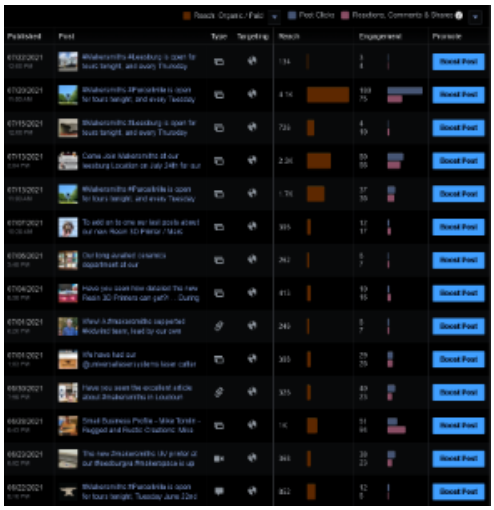
- David Lang
- Jessee Maloney - present 7/22
- user-eefcb - present 7/22
- John Dubelko - present 7/22
- Jonathan White
- Julien Tricheaux - present 7/18 & 7/22
- Scott Newman - present 7/18 & 7/22

## Goals

- Regular monthly meeting

## Discussion items

| Time | Item | Who | Notes |
|---|---|---|---|
| | MEETING RESCHEDULED | | • Reschedule or skip? Message posted to Slack. Rescheduled from 2021-07-18 19:00 to 2021-07-22 18:00 |
| | Approve Previous Meeting Minutes | | • Accepted as presented |
| | Event/News Postings | | • Demo Day<br>  ◦ Can we get this in the papers?<br>  ◦ UV Printed keychains, anything else?<br>• Open Houses<br>  ◦ URL? makersmith.org/PublicEvents - Events? makersmiths.org/OpenHouse - Main Page? makermiths.org /ComeVisit - Main Page? makersmiths.org/VisitUs - Main Page? makersmiths.org/LearnMore - Main Page?<br>  ◦ We could assign these to each outlet, and rotate through them.<br>  ◦ Scott will submit the website requests |
| | Analytics info | |  |

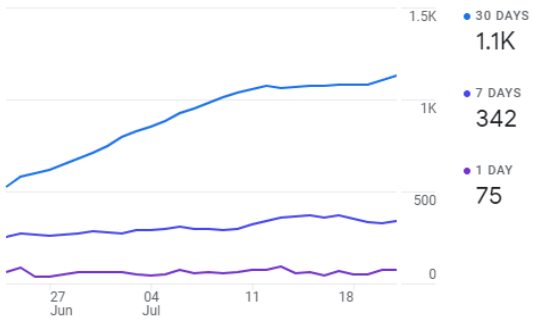


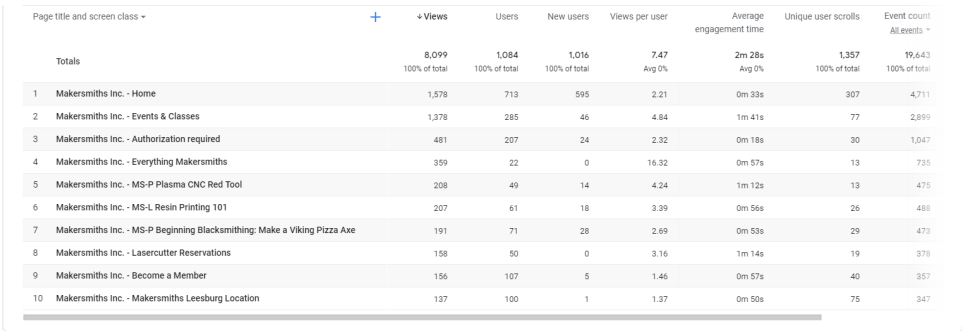
| Users | New users | Average engagement time | Total revenue |
|---|---|---|---|
| 1.1K | 1K | 2m 28s | $0.00 |




HOW ARE ACTIVE USERS TRENDING?

User activity over time



| | | | |
|---|---|---|---|
| | | | <br><br><br>We were not posting Facebook events for 2 or three weeks, have resumed posting<br><br>Facebook posting cross promotion shows in engagement figures<br><br>Need more help with Facebook<br><br>Posts are happening automatically for open houses |
| | Hackathon | | • Scott owes Julien a review of his writeup (at https://docs.google.com/document/d/1xmzbbuJwn1809YgAdNc6JCUM3EMoYX1ZiphkZPEud0o/edit?usp=sharing)<br>  ◦ Copied Julien's work to Shared drives>Marketing>Special Events>Hackathons<br>  ◦ Added comments<br>• Committee comments on Julien's work?<br>• Next steps/action items? |
| | Flyers | | • Jessee has updated flyers, and will be printing tomorrow... |
| | Instagram access | | • Resolved - Julien is collecting photos, reels, and stories to post - looking for member interviews, |
| | Schedule next meeting | | • Next meeting scheduled for Monday, August 16, at 7PM |

## Action items

- Scott Newman - Review Julien's writeup by Friday, July 23
- Scott Newman - Open House submission to Loudoun Times-Mirror (overdue)
- Scott Newman - Submit URL requests to website committee
- Julien - write up paragraph for newsletter about hackathons and create Slack channel
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