

Committee: Communications & Technology

Subject: May 20th, 2020 Meeting Minutes

In attendance: Frank Joutras, Heidi Permatteo, Patricia Bauler, Roberta Jackson, Christina Gerrish, Cara Ross

1. Old Business:

- a. Reviewed Status of the “Story to Share” responses – Updated: Reviewed additional stories and published in Newsletter story on Chris Gori Off Skate Training Class – (Cara)
- b. Reviewed status of our own YouTube channel – (Cara) Updated: Figure Youtube 2019 Nationals videos now posted at:
<https://www.youtube.com/playlist?list=PLDUMvJVjtDHvNNKZZIc1cM80o1bWPZfBQ>
- c. Update on use of Brightcove live streaming for 2021 since 2020 Nationals is cancelled. Frank is continuing Brightcove training. GoPro camera selected for live streaming will also allow helmet cam video if desired. Brightcove video platform now incorporated into website.
- d. Updated committee on launch of new Team USA website – Updated: Launch of new website scheduled for July 4th...Frank is training and creating new site content during June.
- e. Development of training program continues, updated on video editing and content (Patricia).

2. New Business

- a. Discussion on marketing plan using social media and collaborative events with major roller skating manufacturers (like rollerblade) that supply skates to over 11 million participants in the U.S. alone. Roberta Jackson has agreed to lead up this marketing plan, and has laid out a preliminary plan to develop and present to the sport committees and the BOD meeting this Fall. Ricci Porter Kmetz has also agreed to help. (See Attached)

3. The next C & T meeting is scheduled for 7:00pm central time on June 17th, 2020.