

Athens in Motion Commission: Education and Communications Committee

AGENDA - DECEMBER 13, 2022

Location: Public Works Conference Room

Welcome

4:00 pm, 5 minutes

- Agenda additions/approval
- Previous Meeting Minutes additions/approval

Social Media Intern

4:05 pm, 15 minutes

Job responsibilities would be:

- Develop ideas and content
- Post content under AiMC direction
- Recommend targeting strategies to increase reach and engagement
- Report to AiMC on social media metrics

Maintain record of posts and responses, clicks, shares, etc.

FY 23 Proposed Expenditures

4:20 pm, 20 minutes

Proposed spending for current AiMC Budget

- \$3,000 for social media intern
- \$3,500 for reopening AiM Plan Wikimap
- \$2,000 for T-shirts or other swag
- \$3,500 for additional support from Toole on public engagement

FY 24 Budget

4:40 pm, 15 minutes

Potential ideas

- \$6,000 - \$7,800 for social media intern
- \$3,500 for Open Streets event
- \$2,500 for additional support from Toole on public engagement

Website Building

4:55 pm, 20 minutes

Brainstorm ideas about what we would like on the future webpage. We can use jamboard to brainstorm and assign roles for research on other websites.

Logo Decision

5:15 pm, 5 minutes

Discussion about alternatives and then vote on final recommendation to AiMC

Other Business

5:20 pm, 5 minutes

Next Meeting Date

Adjourn

5:25 pm, 5 minutes

Next Meeting Date