

Hi all,

Thanks for your attendance at yesterday's Cape Fear Arch Conservation Collaboration meeting and for participating in the Education & Outreach Committee!

Committee members discussed both branding of CFACC and its education/outreach programs.

Regarding branding, the need for a marketing firm was identified as crucial and perhaps outside of the purview of this committee; however, we welcome the identification of a local marketing firm to pursue for pro-bono work.

The following decisions were made and actions identified (responsible party identified):

- The website, [www.capefeararch.org](http://www.capefeararch.org), will continue to provide general information and contacts for CFACC and will be maintained through quarterly rotation of responsibility, beginning with Sara Babin for the 1<sup>st</sup> quarter, Jameson McDermott for the 2<sup>nd</sup> quarter, and Joanne Harcke for the 3<sup>rd</sup> quarter through the remainder of 2012. Christine Ellis will provide Sara with the login information to edit and upload information and then be responsible for passing that information on the Jameson, and then Jameson to Joanne.
- CFACC partners will be reminded to establish a link to the CFACC website from their home pages (where possible) and post relevant CFACC information on their Facebook pages.
- It was decided not to pursue a Facebook page at this time.
- Sara Babin reminded us of the existence of the CFACC information panel available for use by all partners and available from her.
- The idea of a CD/DVD with images of the Cape Fear Arch and identification of CFACC was discussed and will be pursued by Carson Wood through his contacts at UNC-W.
- Committee members discussed promotional materials, including stickers, tee shirts, hats, info card and other swag; however we recognized the obstacle with cost and lack of funds. Christine Ellis will contact the Cape Fear Riverkeeper to identify possible local sources for these promotional materials.
- Fundraising was discussed. Scott Ogden will investigate opportunities available via "KickStarter".
- It was recognized that CFACC is not a tax deductible organization and that a partner organization with that status (most likely NC Coastal Land Trust) would be needed as a fiduciary agent for monies received on behalf of CFACC.

Committee members will report back in two weeks via a conference call and make recommendations to the Executive Committee following that conference call.

Go to Doodle to indicate your availability for this follow-up conference call:  
<http://www.doodle.com/8ghs3px45ypms5vw>

Comments, clarifications and/or questions are welcome.

Regards,  
Christine

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