

## NLBA January 6<sup>th</sup> Notes

~ Treasurer Report:

Beginning Balance: \$30,066.00

Ending Balance: \$38,113.71

~ Board Nominations

Looking for 2 board positions & 1 Secretary Positions

Nominations still being accepted until last week of January

2 nominations have come in thus far: Tami Plourde & Vicki Markussen

Voting will be at our next meeting in February

~ golsWI update

17,000 people reached with our campaign

12,000 views on the videos

Held Double Down Contest to help engage our followers—all money spent from the contest when to locally owned businesses. Many winners split the winnings between multiple businesses

There is still a HUGE need for this campaign as we move into January & February, now that holiday season is over, more important than ever to shop and spend local

Messaging for campaign will shift to save our community—giving followers the action that they CAN help save the community

Telling some of the sad news and data to help show the aftermath of shutdowns

Metrics---how do we know when it is okay to open up?? All questions discussed by the group about what the next step is and who determines all of these?

-what is an acceptable risk and mortality rate?

- who determines when it is safe?

- what communication are we getting about the metrics to open back up?

- when can the capacity amounts increase?

-what is the rollout for the vaccines? Who determines who gets them?

Next Meeting Wednesday February 3<sup>rd</sup> at 8am