



INSILC Marketing and Engagement Committee
Meeting Agenda
3.10.2026

1. Roll Call Attendance

- Cara Burchett
- Dee Ann Hart
- Amy Luellen
- Kelly Samson
- Luis Roman
- Lexi Westerfield

2. Town Hall Outreach Updates

- Three types of advertising for New Albany
 - i. Bus ads, Google ads, Facebook ad
- Outreach and exhibitor updates
 - i. 5 exhibitors signed up currently
 - ii. Done local disability-centric outreach to 15+ orgs
 - iii. Outreach will be done leading up to the event day

3. Google Grant Review

- Katy screenshares dashboard to show website performance highlights

4. Statewide Marketing Campaign Introduction and Discussion

5. 15-Minute Comment Period

- Please see INSILC's policy on participation in public meetings in its [Public Facing Policy Manual](#).