



INSILC Marketing and Engagement Committee Meeting

March 10, 2026 Minutes

[Download the Meeting Transcript](#)

1. Roll Call Attendance

- Cara Burchett - Present
- Dee Ann Hart - Present
- Amy Luellen - Present
- Kelly Samson - Present
- Luis Roman – Not Present
- Lexi Westerfield – Present

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
 - 1. Updated to 7 exhibitors as of the meeting
 - 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](#).

6. Adjournment

- Kelly Samson motioned to adjourn
- Lexi Westerfield seconded the motion
- The motion passes unanimously