

Committee: Communications & Technology

Subject: June 17, 2020 Meeting Minutes

In attendance:

Heidi Permatteo, Christina Gerrish, Cara Ross, Roberta Jackson, Chalie Sgrillo, Patricia Bauler, Frank Joutras

1. Old Business:

- a. Reviewed Status of the “Story to Share” responses – Reviewed additional stories and published in Newsletter story on Chris Gori Off Skate Training Class – New approach to receiving and publishing stories (Cara)
- b. Reviewed status of our own YouTube channel – Figure YouTube 2019 Nationals videos now posted at: <https://www.youtube.com/playlist?list=PLDUMvJVjtDHvNNKZZlc1cM80o1bWPZfBQ> discussed next steps and disciplines to add. (Cara)
- c. Updated on use of Brightcove live streaming for 2021. Frank is continuing Brightcove training. GoPro camera selected for live streaming will also allow helmet cam video if desired. Brightcove video platform now incorporated into website. (Frank show example)
- d. Updated committee on launch of new Team USA website – Updated: Website now launched.
- e. Reviewed development of training program continues, updated on video editing and content (Patricia).
- f. Discussed on Project Connect marketing plan – Everyone to review and send comments to Roberta.

2. New Business

- a. Discuss ideas on new Blog so USA Roller Sports can start being the content leaders on roller skating by providing expert advice on best equipment, skating tips, and general sport info for new skaters looking into roller skating. Update: Eric wants this as a proposal to present to the BOD in Fall.
- b. Discussed Twitch platform – Update: Present Pros/Cons of adding this to Social Media platforms.

3. The next C & T meeting is scheduled for 7:00pm central time on July 22th, 2020.