

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the PIMA COUNTY/TUCSON WOMEN'S COMMISSION and to the general public that the PIMA COUNTY/TUCSON WOMEN'S COMMISSION – Website / Social Media Subcommittee will hold the following meeting which will be open to the public.

Pima County/Tucson Women's Commission

Video call link: <https://meet.google.com/iwi-qbcp-axo>

Wednesday, February 26, 2025 - 5:00 p.m.

APPROVED Meeting Minutes

1. Call to Order:

The meeting was called to order by Ana Marrufo at 5:00pm

2. Roll Call:

Attending Commissioners:

Ana Marrufo	City of Tucson Ward 1
Sierra Yamanaka	City of Tucson Ward 2
Roberta Vance	City of Tucson Ward 4
Molly Ring	Pima County District 1

3. Website:

- a. Project Overview – Current domain is powered by wix.com. Commissioners are unable to get access. The domain will need to expire first then we can re-buy it. Another option was going through another host, such as, Google or Squarespace. Commissioners will continue to work with website developers to get references.
- b. Design Preferences – The PCTWC will wait until domain is bought before discussing design preferences.
- c. Content – Content development tabs will also take place at a later date. Some content will be documented from the old one so we don't lose website information. Possibly create a Google folder to archive pages, pictures, resources, etc. Some resources will need to be modified and contacts updated for accuracy.
- d. Platform / Framework – This item was tabled for another date.
- e. Hosting – This item was tabled for another date.
- f. Timelines / Deadlines: Phases of development – If the PCTWC buys the domain in March, commissioners can start building on it. It will initially be minimal then we will

build on it. The cost to maintain a website ranges between \$23 to \$99 monthly. The PCTWC will also need to buy Google Workspace to get a professional email developed.

4. Social Media:

- a. Target Audiences – This will be broad and target people in general so anyone can reach out to the PCTWC for resources.
- b. Platform Strategy: Instagram, LinkedIn, and Facebook were identified as possible platforms.
- c. Content Themes - Some ideas were identified, such as a series of meet your commissioners then spin into more resources. The PCTWC can also advertise events and post these across the website.
- d. Engagement Strategies – A newsletter for future news can be implemented monthly. The PCTWC can also advertise on the Facebook page. At this time, we don't know who is the administrator of this page. The last post was on March 2022.

5. Adjournment

Meeting was adjourned at 5:36pm