
Meeting called by:	Team	Type of meeting:	Going over deliverables due 10/22 for Greg and Kim, follow-up on other deliverables (previous)
Facilitator:	Helen – sets up zoom meetings Elaina – sets and tracks agenda	Note taker:	Elaina DeHoratius
Attendees:	Emma Levine, Evelyn Teti, Damarah Brown, Elaina DeHoratius, Christine Williams		
Please read:	Content Strategy Doc		
Please bring:	Ideas, questions		

Minutes

Agenda item:	Final project deliverables	Presenter:	Christine, Damarah, Evelyn
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Discussion:

- Went over content strategy docs
- Went over Jacklin's feedback on social media posts
- Reminded individuals about previous deliverables to work on
- Briefly discussed survey
- Re-did some deadlines/assigned out upcoming final project deliverables
- Discussed how we have finished capstone deliverables for Amy and Becca (was in final project deliverables for Kim and Greg)
- Discussed site updates and prof feedback- positive feedback from Amy and Becca on DPM
- Went over draft prototype (Christine's first submission)

Conclusions:

- Damarah needs to update target market/personas and social media posts
- Christine sent prototype frames to Damarah to work on
- Elaina will upload everything to the site by Thursday and send email to David with updated sections for feedback
 - Content she needs to update:
 - Why Seattle
 - Pest
 - Content Strategy
 - Personas
 - Competitor Analysis visual
 - Consumer Journey
 - App functionality (under prototype)

- Elaina will upload all feedback from all profs on corresponding sections of the site, so everyone can see what still needs to be done/who is responsible for it
- Elaina will reach out to Amy and Becca for feedback on digital analysis
- Updated due dates for next set of deliverables and assigned them out:
 - Final Assignment Campaign/Activation & Editorial Calendar – November 5th - Evelyn/Damarah
- Final Assignment Measurement Strategy & KPIs – November 12th - Christine/Elaina
- Final Assignment Budget & Resource Plan – November 12th - Emma/Helen