

Together We Can

**Make a difference with
Marketing**

Marketing Committee Meeting Minutes

July 15, 2017

10:30 am-11:30 am

**Resurrection Lutheran Church
Monticello, MN**

Call to Order- 10:30

Minute Taker- Jeny Ohr

Orders of the Day- Shellie Matthes

Ice Breaker- Name, Chapter and answer question from question ball

Approval of March 18, 2017 minutes

Voting Members: Leslie Goble (1), Open (2), Anna Nicols (3), Michelle McGowan (4), Open (gen), Open (gen), subcommittee chairs below, Sharon Erickson (past chair), and Exec Council: State President, IVP, PR SPM (past & current), Newslet, Webmaster, Webmaster Asst, COB

Guests: Jeny Ohr, Melanie Chenoweth, Jenise Teske, Colleen Todd, Kelly Porter, Steph Putzier, Amy Pumper, Joann Miller, Barb Zeroth, Maggie Holmberg, Julie Hammel, Cindy Umland

Update to minutes: JoAnn Miller was in attendance at the December 10, 2016 meeting

Subcommittees:

Statewide Buckets of Sunshine Project-Jane Holmberg & Mary Hansen

- Wigs for Women (WFW)
 - Working on getting connected so we are on each other's websites
 - There will be a table at the Project Fair so members can learn more about the organization
 - CIP was sent out
 - Link to collect for raffle baskets
 - How to donate (wigs or to the February event)
 - Challenge to Chapters in next CIP
 - Sponsor a wig
- Statewide Collection/Presentation at Winter State Convention
 - Will be collecting items for Winter convention to make raffle baskets for their February event
 - The event is family friendly so theme basket can be family, men, women, kids, etc.
 - Gift cards don't have to be for St. Cloud business
- Other-
 - Shellie Matthes (White Bear Lake) talked with her salon to see about putting information out about Wigs for Women. They are willing to put info on their website in October (Breast Cancer Month). Jane Holmberg (St. Cloud) will look into getting brochures.

- Jane Holmberg is going to go to Wigs for Women's board to get things going between us and them.
- Dana Mirsch-Wenner (Duluth) needs information for website to add on Bucket of Sunshine page

Website Development-Daina Mirsch-Wenner (Webmaster)

- Updates
 - Daina Mirsch-Wenner demonstrated three items on the Facebook website- making sure everything is linked back to Minnesota Women of Today website
 1. How to link a post
 - Copy URL
 - Go to Chapter Page and write a little bit about the event
 - Paste the URL on post (Publish)
 2. Share a post
 - Click on Share (can share to personal page, or any page you are admin on)
 - You can switch who you want to post as
 3. Share an event
 - Open event up
 - Click on share
 - Can share on all pages you are admin of as well as your own page or friend's page
 - Join Us button was changed to Find out More
 - When someone clicks on that it brings them to page with the following questions: email, name, phone and zip.
 - Task force didn't get all changes in so minimal changes were made until final recommendations are accepted.
- Webinars- Discuss during Future Direction Meeting
- Social Media-
 - Need a lead and team members who are on Facebook and who are creative. If you can think of anyone please gave their name to web team.
- Web Re-do
 - Need creative tech people to help re-do the website for next year
- Other
 - Design element- At Project Fair will ask members for ideas on how to design elements for the website like how to get to state store. There will be an incentive and award at convention. Will take that idea and use on the website.

Branding –Judy Herralala (Absent)

- Update-No report
- Other- Shellie working on a Marketing Committee Tool

Promotions-Terri Dahlberg (Absent)

- Updates
- Hands on Twin Cities (HOTC)-no event date scheduled
- Other
 - Christmas at US Bank Stadium

- Katie has contact information and will give to Terri Dahlberg (Woodbury)
- Decorate a Christmas Tree- we have to purchase our own tree (artificial)
- District did it last year and committee felt it was a good idea for Minnesota Women of Today to do this year
- Theme? Wigs for Women- Bring items to Fall State
 - Certificate for Wig
 - Certificate for Free Membership for year
 - Hair supply items (travel size shampoo, conditioner, hair spray, etc.)

Expo Coordinator-OPEN

- Fall State Project Fair EXPO-Sept. 22
 - 6 committed
 - 3 paid
 - \$50 for table, \$60 for table with electricity
 - Tastefully Simple
 - Coco Exchange
 - Stampin' Up
 - Essential Oil
 - Scentsy
 - Just Jewelry
 - If you know of anyone who would like a table please let Shelli know
- Updates
- Other
 - Daina would like information for Fall Convention for the website by August 15, 2017.

Reports:

Public Relations (IVP Jessy McShane) - Absent

- Updates- No report
- Other

NEWSLET- (IVP Jessy McShane) –Absent

- Updates- No report
- Other

Email Blast Task Force- Terri Dahlberg- Absent

- Updates- No Report
- Other
 - Shellie will follow up with team members via email to locate a lead to work on this setting up the email blast that will be sent out to potential members who click on the "Find Out More" link on homepage of MNWT website.

Old Business:

- Follow up with Sarah Sundine (Monticello) and her progress on revamping the Marketing Board- Katie and Sarah (Monticello) talked about color schemes for poster board. Katie will follow up with Sarah.
- Status update on March Planning 2017 recommendations: Tabled these topics for Future Directions
 - Webinars to be held one night per trimester with up to 3 topics for the night
 - Email link on home page of website.
- Other

New Business:

- Fall State Project Fair- Would like all chapter to promote the project fair and we have more table available
- Start With Why
 - What's your "Why"?
 - Need to start at the beginning
 - "Why are you a member"
 - "Why do you stay a member"
 - Fix what is not working and strengthen what is working
 - Need to inspire people to act
 - How do we acquire more if we don't know why our members join or rejoin
 - Had people answer "why you stay in Minnesota Women of Today" and will hang them up at Fall State
 - Shellie also gave out buttons with Minnesota w/heart. At Fall State members should wear the button so people will ask "Why" and hopefully start a conversation.
 - Tevyan Sorenson (Burnsville) suggested we ask "Why" at our meetings to help people put into words why they stay in Minnesota Women of Today. If you highlight a member make sure you ask them "Why"
 - Winter State- maybe a good forum to have- how to answer "Why" and take back to chapters
 - Put into Newslet some reasons "Why" people are in Minnesota Women of Today
 - Have people fill out form and put on a poster or map of the Minnesota at Fall State
- Other
 - Shellie Struzyk (Rice) presented head of committees their name tag and revealed her Presidential Mug.

Next Meeting: December 9, 2017 at 10:00 am- (tentatively Star Bank in Eden Prairie)

Adjourn: 11:34 am