



MNWT Marketing Committee 2nd Trimester Meeting

12 noon on December 1, 2018 in Eden Prairie



Call to Order: 11:00am

Note Taker: Jeny Ohr

[Orders of the Day](#)

Icebreaker: State your name, chapter and for what are you thankful.

Approval of [Last Meeting's Minutes](#)

Quorum was not established¹: 6 of 16 present

Voting Members: Area 1 Rep Nicky Anderson, Area 2 Rep *Deb Froemming, Area 3 Rep Robyn Farm, Area 4 Rep Amy Pumper, Promotions Subcommittee Chair *Sarah Sundine, Statewide Project Subcommittee Chair and Past Chair Shellie Matthes, Web Assistant Bonnie Olmanson, Chair *Daina Mirsch-Wenner; *Up to four (4) General Members:* Expo Co-Chairs Wendy Homyak/Sharon Erickson, Social Media Team Lead *Jeny Ohr, General Member Barb Monsrud (approved at Fall State)
Non-Voting Members: State President *Brenda Sather, COB Shelli Struzyk, IVP *Stephanie Putzier, PR SPM (open), NEWSLET Editor (open), Web Helper Christine Sibileau

**present*

***Guests:** Kathy Hansen, Melanie Chenoweth, Jessica Schultz, Parliamentarian Barb Zeroth, Shanna Pratt, FDC Chair Jen Kinzer, Jane Hanson, Lisa Hahn, ED Katie Castro and Jense Teske

Subcommittee Reports

Promoting MNWT (Sarah S)

- [Marketing Board](#) Wrap-Up
 - The Marketing Committee suggests having the board out at all conventions.
 - The board is completing and can be checked out by chapters.
 - Lisa H stated that she and Cathy Snyder have had it at their events in St Joseph, and people really like it.
- [MNWT State Convention Press Releases](#)
 - Sara sent out press releases for Jane Hanson, Julia Hammel, Anna Nichols and Stephanie Putzier awards at Fall State.
 - Anna and Jane's were published in their local papers.
 - Stephanie was interviewed for hers and that was placed in paper instead of our press release. She will send link to Sarah.
 - Julie's press release wasn't published.
 - Sarah will send press release to St Louis local paper to promoted Winter State.

Expo Coordinators (Wendy H & Sharon E)

- **Expos/Community Festivals around the State (Sharon E)**
 - A listing and outline what chapters could do on a local basis
 - Members: Jenise T, Wendy H, Cindy U, Joann M and Daina M-W
 - This task force will create a list of festivals/events that will give members an opportunity to promote their chapters in their communities.
 - The group has not yet met, but we will get together soon to discuss our ideas on how we would like to develop the festival/event list, and plan our next meeting dates.

¹ Daina later found out that 1/3 of the committee needs to be present to establish a quorum; so we did in fact have a quorum at this meeting.

- As we start developing the list for our members to use, we will also be working on how this list can help our members promote their chapters.
- If you would like to help with this, please contact Sharon E.
- **Fall State 2018 Expo Wrap-Up (Wendy H)**
 - 9 outside vendors raised roughly \$420.00; they all enjoyed themselves and many of us spent time at their booths
 - Wendy is willing to contact vendors for the 2019 project fair if needed; please contact marketing@mwnt.org if you are interested in chairing Fall State Expo 2019, or maybe co-chair with Wendy.

Statewide Buckets of Sunshine Project (Shellie M)

- [Minnesota Milk Bank for Babies](#)
- [Report](#)
 - 1st Minnesota Women of Today sponsored freezer was installed in the Owatonna Hospital Monday, November 5, 2018; thank you to Sheila G; [check out the recent blog for more details!](#)
 - 2nd freezer sponsored by the Fairmont Women of Today will be placed in a Fairmont Clinic; the freezer will be delivered soon, and a January 2019 ribbon cutting ceremony is being planned!
 - 3rd freezer sponsored by the Coon Rapids chapter for placement at Mercy Hospital in Coon Rapids.
 - 4th freezer which will be placed in the Allina Hospital in Hastings, MN; hopefully we will have a January opening as well.
 - The goal is to sponsor 5 freezers; please note that all freezers have a plaque placed on them acknowledging the Minnesota Women of Today for the freezer donation.
 - The organization had one goal this year and it was to establish a Milk Bank in Minnesota and that goal has been accomplished! The construction started in October; it will open in January 2019. More details to come about the opening and everyone is invited to attend the celebration ribbon cutting ceremony.
 - The Minnesota Milk Bank in Golden Valley will be up and operational by Winter State and the we have been invited to tour the new facility during convention. I will be reaching out to the convention team to see if we can make arrangements for Saturday afternoon.
 - Other locations for milk depots that have been approved and we are looking for sponsors are: Allina Hospital Unity, Abbott and Buffalo.
 - We also packed 100 "Thank You" gift bags (containing 2 breast milk storage bags, small tube of lotion, a thank you postcard from MNWT and the MNWT brochure) that will be given to mom's donating their milk at the various depot locations. We will be assembling gift bags again at Winter State.
 - Check the [Fall State CIP](#) for additional information on items to donate.
- **Statewide Buckets of Sunshine Project Nomination Form changes**
 - [current form](#): make changes the following:
 - due Saturday of Winter State
 - add "Buckets of Sunshine" to make the title be "Statewide Buckets of Sunshine Project"
 - fix plans for each convention (SA, FS, WS);
 - [updated version](#) (PDF version sent to committee members on 11/09/18)
 - get updates approved at the Dec 1 meeting: we could not approve this form as we did not have a quorum at the meeting; it was decided to do an email vote²

² There was a quorum at the Future Directions Committee Meeting, which followed this meeting; the Statewide BOS Project Nomination form was approved with a motion at that meeting. No email vote is necessary.

- Once approved make a post on Marketing FB page; Jeny will share to MNWT FB page

Web Development (Daina M-W)

- Email Blast Taskforce using [MailChimp](#) (Brenda S): next step is to schedule meeting and get one email out by end of year.

Social Media Team (Jeny O)

- Social Media Platforms
 - Blog: What's Your Why? and MVP Chapter Write-Ups
 - Help TLC/Watchlist chapters (like Virginia, Staples/Motley) by promoting them...get help from CMVP for a listing of those chapters
 - [MNWT Blog Scavenger Hunt](#) - please encourage WT members to participate in this! There will be a prize at Winter State for participating. Right now we have received between 5 and 10 entries.
 - Facebook: Exec Council & Events
 - Promote "Sharing" of chapter events; chapters who post FB events should send invites to ALL FB friends (even if not in the area/district/chapter) -- sharing events will enable us to reach those outside our WT community and perhaps entice those people to join our organization...this could be an educational email sent to the chapters listing
 - Work with CMVP regarding graduating chapters, 2&Under Chapters, TLC/Watchlist chapters
 - Post the SPM/Staff Challenges during the appropriate emphasis month
 - Share USWT Year-End Convention's Service Project
 - Twitter (for District Directors)
 - Pinterest: no specific usage
 - YouTube: Convention Presentations
 - LinkedIn: professional networking
- Use hashtags! #mnwt #mnwtwinterstate, #mnwtws2019, and #LeadTheWayBrenda for pics of chapters with President Brenda
- Social Media Team additions: [Sue Bay](#) (Fairmont) & Jessica Schultz (would like to be a member at large and help when it is needed)
- Jane Hanson and Nicky Anderson are hosting Winter State and are working on two newsletters. First one will be to promote attendance, if you have anything to add please send to Jane. The second will be closer to Winter State which will be to explain what will be happening there.

Web Team (Bonnie O)

- Staff, please be sure to upload files to DropBox for timely posting to the website.

Web ReDo Team (Christine S)

- Progress To-Date [Timeline](#) & [Sitemap](#)
 - Content is being developed for the "new" webpages added to make our website more friendly for non-members and describe more about our organization
 - Looking for BETA Testers; so far we have: [Deb Froemming](#) (Mktg/Hutchinson); [Jenise Teske](#) (SPM/Fridley); [Tevyan Sorenson](#) (MMC/Burnsville); [Stephanie Putzier](#) (IVP); ___ (DD); [Amy DeNoyer-Hickey](#) (Fridley); [Tami Zaragoza](#) (White Bear Lake); [Merrin Baker](#) (New Hope); [Beth Clifford](#) (Coon Rapids); [Jessica Schultz](#) (Coon Rapids); +multiple non-EC members. Still need testers and they don't need to be computer suave.
 - Starting BEG T3 2018-2019 (Jan 2019), BETA Testers will be given a link to the hidden site and a link to a Google Form with questions and comment sections to provide their feedback. Hoping

to get sign off from President Brenda, COB Shelli and ED Katie in April and launch in Tri 1 2019/2020 during our 70th Anniversary.

Other Reports

Internal Programming Vice President (Stephanie P)

Public Relations

- Day at the Diamond Wrap-Up: 20 members attended. Next years date is Sept. 7, 2019. It is a Saturday because first pitch wasn't available for Sunday September 8, 2019.

NEWSLET

- Evaluating NEWSLET Taskforce (Christine): [responses from the survey taken at FS project fair](#) Our taskforce will review this and discuss what formats we should continue with or explore new ones to bring to the next committee meeting. Should work with the eBlast Task Force, as publishing the NEWSLET is part of this.
- Next Issue Progress: The post Fall State issue is in mailbox. We will need help putting the post Winter issue together. Ginny Averson has agreed to take pictures again.
- Katie Castro said there was some problems at the post office.
 - We have used incorrect form for the Newsletter the last 30 years. She did get correct form and will be filling out from now on.
 - To be registered as a publication an organization needs to publish 4 issues a year. We had talked about only have three publications a year. Need to look into if we can have 4 publications and have one be electronic instead of hard copy.
 - Our publications are usually 8 pages however they can be 4 pages.

Other Ongoing Business

- [Marketing Committee Restructuring](#) Wrap-Up: Suggestions incorporated with the changes to all of Policy O, and were Voted and approved at Mid-year Exec Council. Policies and structure changes will be presented at WS2019 and Annual 2019.
- [Marketing Plan Project with Colleges/Universities](#): Daina is in contact with UMD Center for Communication. Working with students how we can get other chapters across the state

New Business

- **2019-2020 MNWT - 70th Anniversary Celebration**
 - Play with 70 somehow: donate \$70 to W&M or Foundation
 - A 70th Anniversary Celebration Pin
 - President Brenda will be in charge of celebration as she will be COB next year. Stephanie Putzier, Shellie Matthews, Daina Mirsch-Wenner, Kathy Hansen and Jessica Schultz volunteered to help.
- **MNWT Business Cards**: MNWT & local chapter templates; ideas for usage (hand out to non-members at convention; example [Duluth WT business card](#); Daina, Jessica Schultz and maybe Steph C (from Webteam) will work on this.
- **[Digi-Sense: How-Tos for Electronic Communications](#)**
 - Goal: How-Tos for the website, email & Social Media
 - Include it in the Chapter Mailing Highlights with links
 - SMT will schedule posts on FB w/links back to the website that corresponds to the CMH
 - Post topics in Each CMH (9 articles) using #mnwt #digi-sense
 - Daina created the 1st article on Social Media

- Who would like to do the next article? Jessica Schultz has some articles she will submit to Daina.
- **March Planning Recommendations**
 - Does anyone have anything?
 - Due date for March Planning ideas is February 17, 2019.
- **2019-2020 Statewide BOS Project Suggestions**
 - why not choose a foundation that an SPM already supports -OR- specifically the Priority Area? why do we have to come up with a different organization?
 - Bucket of Sunshine gives us new organization ideas throughout the state. Also should be a give and take between us and Bucket of Sunshine organization. We promote them, they promote us. More of a partnership
 - Priority Area- more community service based and we build more of a relationship with organization
 - Reminder the person making suggestion must fill out BOS form and be in contact with organization. We vote on next BOS at March 16. A representative from organization or person nominating BOS must be at this meeting. Sarah Sundine said she will help coordinate projects once nominations come in. Some ideas/suggestions:
 - Jane Hansen - [Soul Hope](#) is not in MN, but can be done easily by local chapters
 - Katie Castro - maybe look at organization that work throughout the state like, [Project Linus](#) or [Cheerful Givers](#)
 - Jensie Teske - making [Chemo Port Pillows](#)
 - Jessica Schultz - [Fostering Love](#)
- Hosting the next Statewide Committee Meetings on March 16, 2019; Marketing Committee to host. Jessica Schultz and Jensie Teske willing to help with food.

Next Meeting: 12:00 pm on March 16, 2019 at Presbyterian Church of the Way, 3382 Lexington Ave, Shoreview

Adjourn: 11:58am

Submitted by Jeny Ohr, with additions from Daina Mirsch-Wenner