



MNWT Marketing Committee 3rd Trimester Meeting Minutes¹

12 noon on March 16, 2019 at Shoreview



Call to Order: 11:45am

Note Taker: Sarah Sundine

[Orders of the Day](#)

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

Quorum²: 10 of 16 present; quorum established

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); State President Brenda Sather*, COB Shelli Struzyk*, IVP Stephanie Putzier, PR SPM (open), NEWSLET Editor (open), Web Helper Christine Sibilleau

Non-Voting Guests*: Barb Zeroth, Heidi Westerlund, Melanie Chenoweth, Shanna Pratt, Michelle Gowan, JoAnne Miller, Jane Hanson, Jen Kinzer, Katie Castro, Tevyan Sorenson, Lisa Hahn, Ileana Miller

*present

Subcommittee Reports

Promoting MNWT ([Sarah S](#))

● MNWT Convention Press Releases

- Winter Convention press releases were submitted for all three key woman: Ileana Miller, Barb Zeroth & Christine Knirk. Press release was submitted for Presidential Award of Excellence, Christine Sibilleau and Programming Award of Excellence Jenise Teske. All press releases were published with the exception of Jenise's.
- **Annual will be submitted**

● **MNWT Business Cards** Wrap-Up: Thanks [Jessica S](#); [Steph K](#); [Becky Hale](#) for working to get this done! We didn't really hear either way if this worked, but a lot of people brought them back to the chapter.

● **2019-2020 MNWT - 70th Anniversary Celebration (need chair)**

- Play with 70 somehow: donate \$70 to W&M or Foundation; 70th Anniversary Celebration Pin
- Create press release templates for chapters to distribute to local media
- [President Brenda](#) will be in charge of celebration as she will be COB next year; members: [Stephanie P](#), [Shellie M](#), [Daina M-W](#), [Kathy Hansen](#), [Jessica S](#)

Expo Coordinators ([Wendy H](#) & [Sharon E](#))

● **Expos/Community Festivals around the State ([Sharon E](#))**

- Create a list of festivals/events that will give chapters an opportunity to promote themselves; also a how-to file that explains promote the chapter at these booths
- Members: [Jenise T](#), [Wendy H](#), [Cindy U](#), [Joann M](#)
- [Meeting Notes](#); next meeting Thursday 03/28/19

● **Fall State 2019 Expo:** Wendy is willing to contact vendors for the 2019 project fair or maybe co-chair

- Shanna Pratt will co-chair fs2019; Lisa Hahn
- need to know the location for soliciting vendors

¹ [Hosted by the Marketing Committee](#)

² 1/3 of the committee needs to be present to establish a quorum

Statewide Buckets of Sunshine Project ([Shellie M](#))

- [Minnesota Milk Bank for Babies](#); Announcement of new Milk Bank opening soon; MNWT will be on their new website; WT plaques will be still placed on new freezers; still willing to take donations
- [Statewide Buckets of Sunshine Project Nomination Form](#) now due Saturday of Winter State
- **2019-2020 Statewide BOS Project Suggestions ([Sarah S](#))**
 - [Project Linus](#) the submitted bid form was blank
 - [Cheerful Givers](#) (Katie): MNWT on e-newsletter & features for FS2019 & ws2019; Video testimonial & highlight on website
 - [Sweet Dreams for Kids](#) (Wendy): Pajama Parties for chapters
 - **M/S/P** (Nicky/Shellie) I move we accept Sweet Dreams for Kids for the 2019-2020 Statewide Buckets of Sunshine Project.

Web Development ([Daina M-W](#))

- **Email Blast Taskforce using [MailChimp](#) ([Brenda S](#))** online meeting rescheduled; team includes Daina and Anna, too.
- **[Digi-Sense: How-Tos for Electronic Communications](#)**
 - Need article authors for April; Jessica S will work on a hashtag article
 - Daina informed Debbie that we will get the articles after the meetings this weekend

Social Media Team ([Jeny O](#))

- Members: [Sue B](#) (Fairmont) & [Jessica S](#) (Coon Rapids)
- Social Media Platforms
 - Blog: What's Your Why? and MVP Chapter Write-Ups
 - DD and SPM blog posts being worked on
 - Blog links can be found in the footer or on the News webpage
 - Facebook: Exec Council & Events
 - LOTS to be entered
 - Twitter (for District Directors)
 - Pinterest: no specific usage (Tevyan)
 - YouTube: Convention Presentations
 - LinkedIn: professional networking
- Use hashtags! #mnwt #mnwtannual, #mnwtannual2019, and #LeadTheWayBrenda for pics of chapters with President Brenda
- Help Wanted Ad looking for SM helpers

Web Team ([Bonnie O](#))

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

Web ReDo Team ([Christine S](#))

- BETA Testing in progress; [Timeline](#) & [Sitemap](#); be sure to test on multiple devices!
- 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](#))

- no report

Public Relations

- no report

NEWSLET

- **Evaluating NEWSLET Taskforce ([Christine S](#)):** no report
- **Next Issue Progress:** enter articles into a Google Doc to be placed in NEWSLET

Other Ongoing Business

- **[Marketing Plan Project with Colleges/Universities \(\[Daina M-W\]\(#\)\)](#)**
 - This had an exorbitant fee and therefore was not successful and will be dropped
- **March Planning Recommendations ([Daina M-W](#))**
 - Non-paper NEWSLET -- sending to the NEWSLET taskforce
 - MMC & Marketing working together -- Daina & Heidi working together
 - Webinars for Non-Members -- March Planning sent it back to Marketing to determine what will happen with this suggestion
 - Standardizations of MNWT publications
 - was thought a great idea at March Planning, but during the meeting there was a lot of resistance to the idea for CIPs & POAs
 - Daina will develop a template to demonstrate the idea to include a header and footer to all publications (even for a CIP/POA) then bring it to the next meeting

New Business

- ~~Approve~~ Marketing Committee Manuals for next year:
 - [MNWT Marketing Manual](#): Jane Hansen will send Manual as she just reviewed the Chair's manuals
 - [MNWT Marketing Subcommittees & Teams Operations Manual](#)
 - It was decided that these would be resent to the committee for an email vote; then if approved, sent to FDC's Manual Review for approval
- Promote [USWT BOS form](#) for chapters to complete by 04/30/19; this will be put onto the next Marketing Committee Meeting agenda for emphasis on promoting to MNWT chapters
- Posting of Chapter Events to website or special blog page; Shanna Pratt will help out; maybe a calendar of chapter events and/or blog dedicated; include the upcoming events in NEWSLET
- **70th Anniversary MNWT Lapel pin/button**
 - Chair Jane Hanson; Nicky Anderson; Jane Holmberg; Jen Kinzer; Jessica Schultz ad hoc
 - For our members could wear them while working on events or out and about
 - We started talking about it as a fundraiser item in the store but thought it might be better as a promotion item and something we handed out to members. What are your thoughts?
- **Next Year's Marketing Committee Volunteers/Suggestions**
 - **Marketing Committee Chair:** [Daina M-W](#) will continue
 - **Promoting MNWT:** (OPEN)
 - **Fall State 2019 Expo Coordinator:** [Wendy H](#) offered to chair or co-chair; Shanna Pratt & Lisa Hahn volunteered to help
 - **70th Anniversary Celebration Taskforce:** (OPEN)
 - **Expos/Community Festivals around the State:** [Sharon E](#) has agreed to continue as lead of this taskforce
 - **2019-2020 Statewide Buckets of Sunshine Project:** ([Wendy H](#))
 - **Web Development:** [Daina M-W](#) will continue

- **Email Blast Taskforce using [MailChimp](#): [Brenda S](#)** has agreed to continue
- **Social Media Team: [Jeny O](#)** has agreed to continue
- **Area Reps** attend the Committee Meeting and vote on motions
 - Area 1 (Districts 1, 2 & 3): Shanna Pratt
 - Area 2 (Districts 4, 5 & 6): Sharon Erickson
 - Area 3 (Districts 7 & 8): Tevyan Sorenson
 - Area 4 (Districts 9, 10 & 11): Michelle McGowan

Next Meeting: July 27 @ 10:30am, place TBD

Adjourn: 12:48pm

Submitted by Sarah Sundine & Daina Mirsch-Wenner