



Minnesota Women of Today Marketing Committee Minutes



10:30am on 20 March 2021 - Trimester 3 - Meeting online only

Call to Order by Chair Christine Sibilleau: 10:54 AM | Note Taker: n/a

Minutes from November 21, 2020 were approved

Quorum: 8 of 16 present; quorum established [x] yes [] no

Voting Members: Chair [Christine Sibilleau](#)*, Area 1 Rep [\(Open\)](#), Area 2 Rep [Melanie Chenoweth](#)*, Area 3 Rep [\(Open\)](#), Area 4 Rep [Amy Pumper](#), Promoting MNWT Subcommittee Chair [\(Open\)](#), Statewide BOS Project Subcommittee Chair [Jeny Ohr](#)*, Webmaster [Daina Mirsch-Wenner](#)*, Web Assistant [Julie Hammel](#) (not present), Past Chair [Daina Mirsch-Wenner](#); State President [Ileana Miller](#)*, COB [Cathy Shuman](#)*, Secretary [Barb Monsrud](#) (not present), Executive Director [Katie Castro](#)*; PR Assistant [Jeny Ohr](#), NEWSLET Editor [Jessica Schultz](#)*; *Up to four (4) General Members:* Expo Lead [Wendy Homyak](#), General Member [Deb Froemming](#) (not present); General Member [Cathy Snyder](#) (not present); General Member (Open)

Non-Voting Guests*:

*present

Mary Hansen (St. Cloud), Sherry Boike (CR), Ann Marie Sathoff (CR), Lisa Hahn (Sauk Rapids), Barb Zeroth (Rice), Tevyan Sorensen (Bville), JoAnn Miller (Byron), Shirley Viesselman (Hutch), Jenise Teske (St. Joe), Anna Nichols (New Hope), Shellie Matthes (WBL), Sharon Erickson (Champlin), Michelle Kocak Jones (Monti), Michelle McGowan (Byron)

Subcommittee Reports

Promoting MNWT [\(Open\)](#) / mktg-promotions@mnwt.org

Members: NEWSLET Editor [Jessica Schultz](#), PR Assistant [Jeny Ohr](#), Expo Lead [Wendy Homyak](#)

- [Great Nonprofits](#) ([Katie C/Shellie M](#))
 - Information will be provided to chapters in the 2021-22 year how to connect/use for their chapter
- [Non-Member Webinars / Videos / Podcasts](#) ([Jessica S](#))

Members: [Daina M-W](#), [Melanie C](#); [Shellie M](#); [Jeny O](#)

 - Last videos were done in January
 - Have about 20 additional ideas for future videos, will work with submitters on getting content
 - Pre-work on podcast in progress, will match artwork and name
- [2020-2030 MNWT Strategic Plan Items / Strategic Plan](#)
 - [MNWT Strategic Plan: Marketing Tasks](#) is an ongoing file with tasks to complete this project
 - [2020-2021 Marketing Study](#) (previously called a "Promotional Plan") authored by Daina ready to hand off to the new Marketing VP.
 - Reviewed [Marketing Audit](#) form with discussion that it be sent to past & present Exec Council, then possibly later to general membership
M/S/P [Daina, Jeny] "I move to approve the Marketing Audit be sent to past leaders in this trimester."
 - Task force formed: Daina, Cat, Katie, Shellie and will also reach out to Jane Hanson
 - Input from MMC/Membership Team to hold off on another [Chapter Assessment Survey](#) to 2021-22
 - Seeking a new lead/chair for this taskforce

- Development of a MNWT App ([Jessica S](#))
 - Have a suggestion box at convention, possibly at the registration table for ideas how app would be used, functionality, features
- **Public Relations** ([Jeny O/Katie C](#)) / pr@mnwt.org
 - Blog posts done on SPMs and their areas
 - Upcoming blog posts: year in review and Volunteer Week
 - Press Releases sent out with Outstanding Awards winners
- **NEWSLET** ([Jessica S/Barb M](#)) / newsletter@mnwt.org
 - Post-Winter state issue will be sent for publishing soon
 - Has about a page of content to fill for Elections issue - please send Jessica articles or pictures this week

Statewide Buckets of Sunshine Project ([Jeny O](#)) / mktg-statewideproject@mnwt.org

- A ton of stickers have been collected and being counted - if you haven't sent yet, please do so by the end of April
- Daina will add pvp@mnwt.org to MNWT form of [USWT Buckets Of Sunshine Participation](#)

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

- The WebTeam has been meeting regularly (1st & 3rd Tuesdays at 6:30pm). Those meeting include the Webmaster Daina, WebAssistant Julie, WebHelper Christine, and both WebTechs (Shellie & Jeny), along with Exec Director Katie, COB Cat, and President Ille.
- We have been prepping to make sure we are ready for the turnover that happens at Annual Convention. Following Annual Convention this year, we will welcome the Marketing VP into the WebTeam.
- **Digi-Sense: How-Tos for Electronic Communications**¹ ([Jessica S](#))
Members: [Cat S](#), [Katie C](#), [Daina M-W](#)
 - Chapter Mailing articles done
- Website Stats on the [Web Team webpage](#), updated annually using data collected April 30th each year
- **Email Blast Taskforce using MailChimp** ([Christine S](#))
Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#)
 - Email sent to Marketing committee members to finalize the [MNWT Marketing eBlast Program](#) for approval
 - Daina has been gathering content each trimester and posting it on the [MNWT Member Homepage](#)
- **Social Media Team** ([Jeny O](#)) / mktg-socialmedia@mnwt.org
Members: [Jessica S](#), [Tevyan S](#)
 - See Public Relations report above
- **Web Team** ([Daina M-W](#))
Members: Webmaster [Daina Mirsch-Wenner](#), Web Assistant [Julie Hammel](#), Web Helper [Christine Sibilleau](#), Web Techs [Shellie Matthes](#) and [Jeny Ohr](#), Executive Director [Katie Castro](#). Add Marketing VP starting 21-22 year
 - Webteam to provide annual tech training for Coordinator positions: Newsletter Editor, PR Assistant, Success Coordinator, State Store Manager

Other Ongoing Business

- Marketing VP position approved effective 2021-22; will chair Marketing Committee; supervisor of Newsletter Editor and PR Assistant

¹ Intention was to consistently include tech tips in the CMH
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 Created by Marketing Chair Christine S

New Business

- March Planning Recommendations
 - Offer free “Google Sites” websites to all chapters.
 - *M/S/P [Cat/Michelle]: “I move to set up a Marketing task force to implement a Google Site template and a plan for chapters to utilize this for a chapter website.”*
 - Task force to build a Google Site template and guide for chapters will consist of Daina (chair), Christine, Jessica, and Cat.
- Committee members/chairs for 2021-22
 - Statewide Bucket of Sunshine Chair [2021-22 Crescent Cove] - Jeny Ohr
 - Social Media Chair - Jeny Ohr
 - Melanie Chenoweth [Area 2 Rep], Sharon Erickson, JoAnn Miller



Next Meeting: TBD / place to be scheduled:

https://docs.google.com/document/d/1lfFMAS5FkL24GUC5y1fHPcyyYiX1_4827rgXU2ZHYU8/edit?usp=sharing

Adjourn: 12:04 PM