



Mason County Promise Zone

Community Engagement Committee Meeting

Minutes

February 1, 2023 at 3:30 PM

Location: Lakeshore Resource Center Conference Room, E. Tinkham, Ludington

Present: Annette Quillan, Monica Schuyler (arrived at 3:34 PM), and Dena Thurston; Vic Burwell attended virtually (non-voting)

Committee Chair: Dena Thurston

1. Call to Order: Thurston called the meeting to order at 3:32 PM
2. Limited Public Comment: None
3. *Approval of Agenda: Motion by Quillan to approve the agenda, supported by Thurston; Motion carried 2-0-2*
4. *Approval of Minutes from January 4, 2023: Motion by Thurston to approve, supported by Quillan; Motion carried 2-0-2.*
5. New Business
 - a. Guest Presenter: Crystal Young provided an overview of marketing support provided to the Promise with highlights that included:
 - i. Promise YouTube Ad: <https://youtu.be/KZ1zpgLdsPw>
 1. Generated over 19,000 views with over 100 clicks (meaning they went to ThePromise.org) in just under a month; Quillan asked questions related to content of the marketing. Young explained that the Promise paid nothing for the design that went into billboards or scoop ads, and that the price provided by LakeFX media for this work was half of what their video production usually costs; Young recommended that the Promise keep up marketing momentum so that young people pay attention, because gaps in marketing lose the momentum, and that video would be the best way to do that.
 - ii. Billboards (REF #2)
 1. 11/15/21 – 12/12/21
 2. 1/10/22-2/6/22 (this one stayed up for almost 4 months!)
 3. 4/4/22-5/1/22
 4. 5/2/22 – 5/29/22
 - iii. Ads: Scoop Jan-March 2023, MCP, LDN (REF #3)
 1. *Motion by Schuyler to recommend using the \$5000 for Marketing in partnership with WSCC to develop videos testimonials; Support from Thurston; Motion carried 3-0-1.*
 - b. CEC Charter & Purpose Review: Thurston provided a brief overview and highlighted responsibilities of the CEC, and reception of CEC recommendations by the Board. Quillan mentioned that it feels like the Promise is disconnected from the community. Thurston explained that the need to get the word out, raise funds and get the Promise plan approved has evolved since the Promise Board formed.
6. Old Business
 - a. New Board Member Search: The Committee briefly reviewed interview materials and made a plan for the interview process.



- i. Questions & Rubric
 1. Who will ask: Thurston clarified that the Board's Executive Committee members will ask the 7th questions, reminding the Committee that there was interest in having discussion time for more nuanced deliberation. Maloney mentioned that because there is limited time during the regular meeting, there are only 5 minutes between interviews for discussion of individual candidates. The Committee suggested to inform the Board that the February meeting may run 15 minutes long to accommodate additional time to discuss candidates after all the interview have been completed, but to leave the process for scoring and turning in the score page the same. No changes to the rubric or questions were made.
- b. 2023 Board Development
 - i. Matrix updated: Thurston noted the colorization and that Burwell was missing.
 - ii. Strengths for Growth updated
 1. After viewing the matrix and strengths information, Thurston clarified the current plan for Board Development, which is to work with Jen Orton at the ESD when she is available, with the goal of a June Board Development session.
 2. Quillan asked about how individual Board members should represent the Board in terms of being ambassadors rather than spokespeople. Maloney clarified that if someone is reaching out on Board matters, they should be referred to the Director, the Chair or to email info@masoncountypromise.org. Maloney will add updating Board talking points to the next CEC meeting, to make adjustments for the amendments to the Board development plan.
7. Limited Public Comment: Tess O'Neal, Ludington High School College Adviser, shared that she believes that the 4th of July parade is important for the Promise to be a part of. Quillan and Burwell expressed interest in participating in the parade, representing the Promise.
8. *Adjourn: Thurston moved to adjourn the meeting at 4:52 PM.*