



**Mason County Promise Zone
Marketing Committee Meeting
Minutes**

Thursday, July 9, 2020, 2PM

Location: Online per Michigan Governor Whitmer's Executive Order 2020-129

Join online: <https://us02web.zoom.us/j/82365289243?pwd=cmNDbXU0SWtRSFZpZ1pMbXh1Q1FhUT09>

Meeting ID: 823 6528 9243 Password: 6QEfqD

To join by phone, dial: 1 646 876 9923 Meeting ID: 823 6528 9243 Password: 008924

Members Present: Annette Quillan, Monica Schuyler, Dena Thurston

Members Absent: Ed Makowicki

Staff Present: Jody Maloney, Kristen Smith

1. Call to Order at 2:04 PM by Schuyler
2. Limited Public Comment: None
3. Approval of Agenda: Motion to approve by Quillan, supported by Thurston; Motion passed 3-0-1.
4. Approval of Minutes from June 9, 2020 (REF #1): Motion to approve the minutes by Thurston, supported by Schuyler; Motion passed 3-0-1.
5. New Business: None
6. Old Business:
 - a. Two Year Marketing Plan
 - i. Review Past & Present Initiatives (Ref #2)
 1. The Committee reviewed past, present and potential initiative as Smith noted responsibility and changes. Quillan noted that students should be asked if they want a T-shirt on the application, in addition to the request for their size. Thurston indicated that food boxes and library bookbags could be a good option to use our bookmarks and promote the Promise. Maloney will reach out to the Unbound program to provide bookmarks to students. Schuyler added that Power Bookbags would also be a place to share bookmarks, if that program is running locally.
 - ii. Consolidate into Marketing Timeline—Kristen Smith w/Chamber
 1. What initiatives fit with Marketing
 - a. Quillan indicated that as part of the partnership with the Chamber, it would be helpful for the Promise to be included in Chamber guides that promote Mason County. Smith felt that the Relocation Guide would be the best place for the Promise and will add it. Thurston mentioned that it would be good to promote the Promise is in the Real Estate insert added to the Ludington Daily News. Maloney will reach out to the Mason-Oceana-Manistee realty organization on this matter. Quillan would like to see that "Every house comes with a Promise." Maloney will develop a realty-focused media kit for this purpose and remind realtors about the Promise yard signs that are available.
 - b. Maloney will remind the Promise Board members to like and share Promise-related social media. Schuyler indicated that social media sharing between the Promise and WSCC had happened and could be more intentional.
 2. What is our goal for each effort for the next two years?
 - a. Once the Promise Vision is established, the Marketing Committee will examine how initiatives in the Marketing Plan fit into the overall vision, and streamline/add from there.



- iii. Examine planning tool (Ref #3)
 1. The Committee felt that this could be a helpful tool to use for planning as they work through the next two years.
- b. Set next meeting date(s)
 - i. The next meeting was set for Thursday, August 13th at 9AM, location TBD. At that meeting, the Committee will set the 2021 meeting dates, review plaque and shirt quotes, and begin the work on a streamlined, vision-related marketing plan.
7. Any Other Business: None
8. Limited Public Comment: None
9. Adjourn: Motion to adjourn at 3:39 PM by Thurston with support by Quillan.