



**Mason County Promise Zone
Marketing Committee Meeting
Agenda-~~Minutes~~**

Tuesday, June 2, 2020, Noon

Location: Online per Michigan Governor Whitmer's Executive Order 2020-75

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

Present: Dena Thurston, Annette Quillan; Absent: Ed Makowicki; Monica Schuyler

Staff present: Jody Maloney

1. Call to Order: 12:01 PM
2. Limited Public Comment: None
3. Approval of Agenda: Motion to approve by Quillan; Supported by Thurston; motion passed, 2-0-2.
4. Approval of Minutes from May (REF #1): Thurston noted that item 6. e. needed to be changed from "MCC" to "MCE." Motion to approve with noted changes by Quillan; Supported by Thurston; motion passed, 2-0-2.
5. New Business:
 - a. Including the Chamber Staff: Maloney will invite Kristen Smith to the next Marketing Committee meeting, tentatively set for Tuesday, June 9th at noon.
6. Old Business:
 - a. Marketing Calendar: Friday Night Live has been cancelled. Thurston noted that it will be important to provide a lot of information to students early in the year, based on the possibility of pandemic related closure. Quillan recommended that Maloney plan for a late August/Early September press release to area new outlets (tv, newspaper, radio) to announce when the Promise application will be open for 2021 seniors. Thurston and Quillan discussed the need for a Promise slogan or phrase that schools can easily include on paper programs, newsletters, etc. Maloney will create a .png for this to offer to schools, that emphasizes our values: "[School Name] is a Promise School." with the logo, and the statement, "giving the element of hope and the promise of opportunity."
 - b. Branding for 2020
 - i. Shirt Design (REF #2)
 1. Shirts: Maloney will redesign the Promise Scholar shirts without the word scholar and using the Promise logo; Maloney will redesign the board member/staff shirts with companies that offer an embroidered logo that stands out, either with a white logo on blue shirt, or white and green logo on blue shirt.
 2. Quillan requested that Maloney add the subject of a coordinator shirt to the next Board meeting for approval.
 - ii. Tokens: Thurston stated that the design for the Scholar shirt could be a brand for all other tokens, and whatever is ordered in the future should adhere to that brand. Having t-shirts to give away as prized was suggested.
 - c. Yearly Events Calendar Review
 - i. Quarterly Planning for Marketing (REF #3)

Maloney requested that the committee add items to the calendar for review at the next meeting.

https://docs.google.com/spreadsheets/d/1bR20dGRVQ_WuuUqP0Zj5SorEpg47Z_ScQ7s6SKw00SBs/edit?usp=sharing
 - d. Graduate Interviews
 - i. 3 Scholars interested



1. Interview Questions: Committee members will develop questions for the graduates and choose them at the next meeting. The committee will conduct the interviews via Zoom, and record them. Maloney will assemble dates through a doodle poll and then invite graduates to choose a time that works. Maloney will also create a release to use the content of the video in Promise promotional materials. Maloney will check with Monica Schuyler about previous interview conducted with scholars for the Ambassador program. Once the interviews are conducted, the Committee will look into option for video editing.s
7. Any Other Business: Thurston noted that having youth input for the Promise Zone, for future design of shirts and Promise outreach would make the Promise marketing materials more relevant to youth. Maloney will reach out to Monique Selimos to find out when the next YAC meeting is scheduled for, to see if we can connect with them.
8. Limited Public Comment: None
9. **Adjourn: Motion to adjourn by Thurston; Supported by Quillan; Meeting adjourned at 1:04 PM.**