



**Mason County Promise Zone**

Marketing Committee Meeting Minutes

Wednesday, March 3, 2021 at 4:00 PM

Location: Online due to ongoing Covid-19 epidemic

Staff Present: Jody Maloney, Promise Director; Mary Sumners, Kennari Consulting

1. Call to Order/Roll Call: Thurston called the meeting to order at 4:00 PM and requested roll call. Members present: Dena Thurston, Custer, MI; Monica Schuyler, PM Twp., MI; Annette Quillan, Ludington, MI.
2. Limited Public Comment: None
3. Approval of Agenda: Motion by Quillan to approve, supported by Schuyler; Motion passed 3-0-0.
4. Approval of Minutes from December 2, 2020 (REF #1): Motion by Schuyler to approve, supported by Quillan; Motion passed 3-0-0.
5. New Business:
  - a. WSCC Billboard: Crystal Young, the incoming Executive Director of College Relations is overseeing WSCC's marketing, and shared the design of a billboard that will be in Mason County in the 2<sup>nd</sup> week of March, highlighting using the Promise to attend WSCC. Young has additional ideas for marketing that she will bring to the committee.
  - b. Order new School banners for 2021: Maloney will determine how many schools and estimated prices for banners for the May meeting; The committee will determine what messaging to send at each level at the August meeting, and order the banners in time for the 2021-22 school year.
  - c. Marketing to lower grades: Quillan discussed ordering Promise bookbags to compliment the OSCAR 3<sup>rd</sup>-grade reading program in Ludington. There may not be equivalent programs in other schools, but the group could order bags for other elementary schools to send home other items. There is still money in the budget for tote bags, as the MCC Summer Jobs Fair will not be held in person this year, so Maloney will look into costs of bags and number of needed. Thurston was curious how the Marketing Plan was being used, and the group will plan to review that in terms of what is still important, and what aligns with the new focus of the Board after Kennari has completed their consulting work.
  - d. Update on Decision Day: MCC has a current plan for a Senior Celebration picnic, which at this time is just for students and staff. No other school has indicated a plan.
6. Old Business
  - a. T-Shirt Order:
    - i. Quote from: 4-Imprint (Online), For 250 Shirts, \$1559.98, \$6.23/Shirt
    - ii. Quote from: Gordy's in Ludington (Local), For 250 Shirts, \$1937.50, \$7.75/Shirt
    - iii. Quote from: Custom Ink (Online), For 250 Shirts, \$2085.00, \$8.34/Shirt
    - iv. Recommendation: Quillan motioned to recommend the quote from Gordy's in Ludington to the Board, with support from Schuyler; Motion passed, 3-0-0. Maloney will include the rationale of reasonable price and supporting local business for the quote.
7. Limited Public Comment: Quillan mentioned that Friday Night Live will be a smaller event this year. Schuyler wondered if any action was taken on Board polos. Maloney indicated they weren't ordered because of Covid, but since the Board would like to pay individually for them, she would look into whether Gordy's could do small orders for that purpose, because shipping and individual payment for an order complicated the online options for these. Sumners suggested that the committee should consider what the future of the committee should look like.
8. Adjourn: Motion to adjourn by Schuyler, supported by Quillan at 4:56 PM.