



**Mason County Promise Zone**

Marketing Committee Meeting

Agenda

August 4, 2021 at 4:00 PM

Location: Ludington & Scottville Chamber of Commerce

1. Call to Order/Roll Call
2. Limited Public Comment
3. Approval of Agenda
4. Approval of Minutes from June 2, 2021 (REF #1)
5. New Business:
  - a. Plan of Work—Marketing Workgroup & CEC Committee Shift
    - i. Marketing Advisory Workgroup (REF#2)
      1. *Marketing Strategy Update*
      2. 2021 Budget Update & Proposal for 2022 (REF #3)
        - a. Funding Request Form (REF #4)
    - ii. Community Engagement Committee: Meets 9/15/21 @4PM (REF #5)
      1. Responsibilities & Discussions for Future Meetings:
        - a. Committee Membership
        - b. Develop New Board Member Matrix
        - c. Committee Officer Canvassing
        - d. Promise “Ambassadors” Training (Jan/Feb 2022)
          - i. Develop talking & sharing points
6. Old Business
  - a. Banner Update (REF #6)
7. Limited Public Comment
8. Adjourn