



**Mason County Promise Zone
Marketing Committee Meeting Minutes
Thursday, August 13, 2020, 9AM**

Location: Online per Michigan Governor Whitmer's Executive Order 2020-154

Members present: Annette Quillan, Monica Schuyler (left meeting at 10:30 AM), Dena Thurston
Members absent: Ed Makowicki Staff present: Jody Maloney

1. Call to order: 9:02 AM 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 July 9, 2020: Motion to approve by Thurston, noting a change of the word "is" to "if," supported by Quillan; Motion passed 3-0-1.
5. New Business
 - a. Alumni Project: Mason CAN is a good fit for outreach to Mason County professionals and is working on a post-secondary profile project to share stories. When Maloney completes an example, she will ask the Board to participate. Quillan will assemble a list of potential participants. This list, especially WSCC alums, could also be a pool of guest speakers.
 - b. Responsibility List for Policy Committee & Handbook: The committee drafted the following Statement of Purpose: The purpose of the Mason County Promise Zone Marketing Committee is to oversee communication with the public, including K-12, College and Community; to promote the Promise Scholarship and its vision; to spearhead Promise Zone events and develop related materials.
 - i. Maloney will assemble responsibilities and roles based on the what the Marketing Committee identified in their 2020 Marketing Plan document, minus success coaching, and add more if the Board training requires it.
6. Old Business:
 - a. 2-Year Marketing Plan
 - i. The committee will meet quarterly to address the events and planning for the subsequent quarter. Maloney will organize this based on the Marketing Plan.
 - b. Set 2020-21 meeting dates: Quarterly meetings for the rest of 2020-21 will take place on September 30th at 4PM, and then on the first Wednesday at 4PM of the following months: December 2020, March 2021, June 2021, August 2021 & December 2021.
 - c. Plaques
 - i. The Committee decided to opt for a black plaque with gold plating through Lucky Lizards of Manistee. The approximate cost is around \$155 per plaque for 6 plaques, that will go to the four public high schools, WSESD and WSCC.
 - ii. Mini-Plaque for Steering Committee: The Committee discussed alternative options, since there was not consensus on honoring the Steering Committee with a plaque like the Founder's Fund. Quillan asked Thurston to speak with a steering committee member to find out how he would like to be honored, and to discuss whether a group photo with a plate to signify the Steering Committee role was acceptable. Thurston noted that it would be good to publicly acknowledge the Promise with a Board photo, and that a donor reception still needs to happen.
 - d. August Press Release: No changes recommended. Send to local and regional outlets.
 - e. Budget: The Committee will review the annual Marketing budget on September 30th.
7. Any Other Business: Quillan recommended that the Coordinator have a conversation with WSCC's marketing leaders to see how marketing WSCC and the Promise align. Thurston wants student input on marketing and promotional items, recommending the Community Foundation YAC. The Coordinator will reach out the YAC advisor for youth representation for the Promise.
8. Limited Public Comment: None
9. Adjourn: Motion to adjourn by Thurston at 10:39 AM.