



### **Mason County Promise Zone**

#### **Community Engagement Committee Meeting**

#### **Agenda**

February 1, 2023 at 3:30 PM

Location: Lakeshore Resource Center Conference Room, E. Tinkham, Ludington

Committee Chair: Dena Thurston

1. Call to Order
2. Limited Public Comment
3. *Approval of Agenda*
4. *Approval of Minutes from January 4, 2023 (REF #1)*
5. New Business
  - a. Guest Presenter: Promise Marketing Overview, Crystal Young
    - i. Promise YouTube Ad: <https://youtu.be/KZ1zpgLdsPw>
      1. Generated over 19,000 views with over 100 clicks (meaning they went to ThePromise.org) in just under a month
    - ii. Billboards (REF #2)
      1. 11/15/21 – 12/12/21
      2. 1/10/22-2/6/22 (this one stayed up for almost 4 months!)
      3. 4/4/22-5/1/22
      4. 5/2/22 – 5/29/22
    - iii. Ads: Scoop Jan-March 2023, MCP, LDN (REF #3)
  - b. CEC Charter & Purpose Review (REF #4)
6. Old Business
  - a. New Board Member Search: Interview Materials Review
    - i. Questions & Rubric (REF #5)
      1. Who will ask?
  - b. 2023 Board Development
    - i. Matrix updated (REF #6)
    - ii. Strengths for Growth updated (REF #7)
7. Limited Public Comment
8. *Adjourn*