



**Mason County Promise Zone
Marketing Committee Meeting Minutes
Thursday, May 7, 2020, Noon**

Location: Online per Michigan Governor Whitmer's Executive Order 2020-48

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: Annette Quillan, Monica Schuyler (left at 1PM), Dena Thurston; Staff: Jody Maloney

1. Call to Order: Meeting was called to order by the Coordinator at 12:03PM
2. Limited Public Comment: None
3. Approval of Agenda: Quillan requested to add that a two-year Marketing Calendar be added to the agenda. Motion to approve the agenda with changes by Schuyler; Support from Thurston; Motion passed, 3-0-0.
4. Approval of Minutes from December 13, 2019: Motion to approve the minutes by Schuyler; Support from Thurston; Motion passed, 3-0-0.
5. New Business:
 - a. Events—Many events have been cancelled.
 - b. Fall Donor/Graduate/Scholar Reception
 - i. Plaques—Quillan suggested that a traditional wood plaque with gold plates will work fine. Maloney will get some pricing.
 - ii. Quillan will bring up honoring key initial advocates for the Promise at a future Board meeting.
 - c. New Scholar Award Letter & Brochure: The committee reviewed the tri-fold created by Maloney. Suggested edits included eliminating dates to make the tri-fold available for use in any year. Maloney will make changes before printing. Past printing has been done with Mission Graphics and Graphics Unlimited, but the Marketing Committee is okay with printing these trifolds at the Chamber and hand-folding them.
 - d. Scholar Success Coaching Program Packet: Thurston suggested that Maloney check with WSCC to make sure that support services resource was not a duplication of available resources. Thurston added that providing the resource digitally would work fine for students. Printed versions may be helpful for parents and community members, if it is not already available in some existing form from WSCC.
6. Old Business:
 - a. Marketing Budget (REF #3)
 - i. Invoices/Expenditures (See full board minutes)
 1. Nametags \$56.96 (Board Paid in March)
 2. Cords \$1379.00 (Board approved in March, Paid in April)
 - b. Branding for 2020:
 - i. Shirts & Bags: The Committee will design some mockups for the student t-shirt and bag design using Customink.com and bring them to the next meeting. Thurston expressed that it is important for our design to be consistent.
 1. For students: next meeting
 2. For staff/board members: Board members should be asked if they're willing to pay for some or all of the polo shirts, and whether they want the \$30 or \$50 shirt.
 - c. Brochures
 - i. Quillan will send edits on the ½ page cardstock flyer to Maloney to adjust before reorder; Maloney will consult with Schuyler on obtaining the original design and



- printer information and send the adjusted form to the Marketing Committee for final approval before the reorder.
- ii. Student Information Flyer: Quillan noted that this flyer needs an “s” added to “Mason County Central School” so that it inclusive of MCC, ASM Tech and Spartan Academy. The committee also suggested making the flyer more vague so that it can be used from year to year.
- d. Yearly Events Calendar Review
- i. Cancellations: If it’s not cancelled, Quillan volunteered to bring the Promise Zone banner to the upcoming Ludington Jaycees event in June.
 - ii. Upcoming Events
 1. Graduations: Graduation dates are only finalized at ASM Tech (May 8); Jody will contact Ludington Daily News and Mason County Press to request pricing and place ads congratulating 2020 High School Seniors on behalf of the Promise
 2. Summer FNL: The Committee agreed that waiting on purchasing and determining an activity until June or later would be beneficial, as no one knows what social distancing will be required at these summer events.
 - iii. Planning for more virtual interaction: Quillan suggested that 3x per week is a good rule of thumb for social media interaction. The Committee discussed a newsletter as being worthwhile, and that a quarterly frequency is ample. Newspaper use should be aimed toward donors and community members, while social media can be aimed toward students and families. Quillan suggested removing student last names from the webpage, unless a student specifically gave permission. Maloney will remove the names, except for from the current graduate, who provided permission.
- e. Communications with K-12 Schools
- i. Meeting Monthly w/school liaisons: Thurston offered to support the ~~MCC~~ **MCE** School Counselor by attending counselor meetings, if it would be helpful. Maloney will reach out to the MCE counselor to follow up on Thurston’s offer of support.
 1. “Promise Days” themed events in fall:
 2. FAFSA Blast
 - ii. Monthly Newsletter Themes
 - iii. Senior Survey (47 responses)
- f. Communications with WSCC
- i. Graduate Interviews: Thurston indicated that it will be helpful to know the purpose of this interview and create consistent questions. Maloney will add this to the Board meeting for Monday, to get clarification.
- g. Set 2020 Marketing Committee Schedule: The next meeting will be held on Tuesday, June 2nd at Noon. Thurston expressed that it would be helpful to have a more organized approach to marketing, so that the workload is streamlined and the Committee can make decisions three months in advance. Thurston indicated that the current workload might better be distributed and streamlined if there were a Public Relations Committee, and will consult with the Board on this. The committee agreed that it would be ideal to meet quarterly and have a set schedule each year. Further discussion on this topic is postponed until the June meeting.
7. Any Other Business: Two-year marketing plan: Quillan noted that it would be helpful to develop a two-year plan. Further discussion on this topic is postponed until the June meeting.
 8. Limited Public Comment: None
 9. Adjourn: Quillan made a motion to adjourn the meeting at 1:51 PM.