



**Mason County Promise Zone
Marketing Committee Meeting
Friday, December 13, 2019, 3:30-5:00PM
Ludington & Scottville Chamber of Commerce Conference Room**

Minutes

1. **Roll Call:** Members Present: Amy Pepper, Annette Quillan (conference call), Monica Schuyler & Dena Thurston; Members Absent: Ed Mackowicki
Coordinator: Jody Maloney
2. **Limited Public Comment:** None
3. **Approval of Agenda:** Motion to approve by Schuyler; Support from Thurston. Motion passed, 4-0-1
4. **Approval of Minutes** from May 29, 2019: Motion to approve by Thurston; Support from Pepper. Motion passed, 4-0-1
5. **New Business:**
 - a. Year-End Letter
 - i. Review Examples: The committee reviewed three sample letters
 - ii. Draft "Thank You" Message: The message was redrafted to meet the Board's requirements.
 - iii. Printing for 200+: Based on the limited availability of designed letterhead, the committee decided to send to donors before year-end, and then print a 2020 version noting early Promise successes on plain letterhead for leaders of boards and organizations.
 - iv. Deadline for mailing: 2019 for donor "thank you" letters; Jan. 2020 for all others.
 - b. Postcards: Maloney will invite Board members to write personalized "thank you" notes to donors before or after the next meeting, using the postcards.
 - c. Branding for 2020: The committee reviewed some of the Promise branding messages created by Chris VanWyck of Engine Creative LLC. Maloney will follow up with VanWyck on some of the designs. The Committee did not make any decisions related to use of designs, as they agreed it was important to understand the Board's 2020 vision before developing the brand more.
6. **Old Business:**
 - a. Marketing Budget
 - i. No New Invoices/Expenditures
 - b. Yearly Events Calendar Review
 - i. Set 2020 Marketing Committee Schedule: After a brief review, the board decided to discuss this more after the January Board meeting when the committees are reappointed. Thurston stated that she would prefer bimonthly meetings.
 - c. Communications with K-12 Schools
 - i. Coordinator Update: Maloney shared that she has been meeting with educators from across Mason County. Some feedback on previous marketing materials was that students liked the Success books, but many were left behind. The yard signs were

cumbersome, but if there were a way to get them to parents of scholars, that might be more effective. Students like t-shirts. The committee felt that updating the t-shirt design for each class was a good plan.

- ii. Monthly Newsletter Messaging to Schools: There is a need to create consistent messaging about the Promise for school newsletters. Maloney requested that at the next meeting, the committee discuss targeted topics for each month/level.
- d. Communications with WSCC
 - i. Coordinator Update: Maloney met with Annie Jacobsen the Director of Enrollment and with Jill Sweet, Registrar/Academic Advising Director, who has the start of some great data that should prove to support marketing the Promise in the future.
- e. Other Communications and Publications
 - i. Updating Website: The committee reviewed other Promise websites and generally agreed that they would like more photos and stories about the impact of the Promise Scholarship and less text.

7. Any Other Business

- a. Articles and press releases were brought up as a source of promoting the Promise.
- b. Items for future agendas: Student success events at WSCC
- c. The Committee would like to get professional shirts for Promise Board and staff to help increase visibility at events. Staff and new members will need nametags as well. Maloney will follow up.

8. Limited Public Comment: None

9. Adjourn: Motion to adjourn by Thurston; Support by Pepper