



### Mason County Promise Zone

Marketing Committee Meeting

Minutes

Wednesday, June 2, 2021 at 4:00 PM

Location: Online via Zoom due to Local Coronavirus Emergency Order

To join online:

<https://us02web.zoom.us/j/82365289243?pwd=cmNDbXU0SWtRSFZpZ1pMbXh1Q1FhUT09>

Meeting ID: 823 6528 9243 Passcode: 6QEfqD

Dial by your location +1 646 876 9923 Meeting ID: 823 6528 9243 Passcode: 008924

1. Call to Order/Roll Call: Thurston called the meeting to order at 4:01 PM. Members present: Dena Thurston, Fountain, MI; Annette Quillan, Ludington, MI; Monica Schuyler, Pere Marquette Township, MI. Staff present: Jody Maloney, Director; Mary Sumners, Kennari Consulting.
2. Limited Public Comment: None
3. Approval of Agenda: *Motion to approve by Quillan, with additions of switching item 6a. to 5a., and addition of item 5d., Friday Night Experience, supported by Thurston; Motion carried 3-0-0.*
4. Approval of Minutes from March 3, 2021: *Motion by Quillan to approve, supported by Thurston; Motion carried 3-0-0.*
5. New Business:
  - a. WSCC Billboard (2 are now up!) and General Marketing Plan: Crystal Young, WSCC Marketing Director shared that she is working on a strategic plan for WSCC, with an enrollment push planned in April and October that there are opportunities for the Promise and WSCC to work together on promoting.
  - b. Mason County Promise Steering Committee Proclamation Plaque: *Schuyler motioned to recommend mockup #1 for the plaque, noting that the cost would be covered by a donation rather than the Promise Zone and that Superintendents should be grouped by name ~~be~~ on the left and Board members on the right; Supported by Quillan; Motion carried 3-0-0.*
  - c. Plan of Work—Committee Recommendations Review
    - i. Marketing Advisory Group: Would consist of Promise Director, Chamber Marketing Staff and WSCC Marketing Director.
      1. *Membership recommendation: Will work on at a future time*
      2. Catchafire to develop strategies: Maloney has access to this service through the Community Foundation and can use it to create a marketing strategy for the Promise Zone.
    - ii. Community Engagement Committee Charter (REF #4)
      1. Promise Ambassadors
      2. Committee Membership
      3. *Recommendation: Motion to recommend creation of the Marketing Workgroup and Community Engagement Committee by Thurston, supported by Quillan; Motion carried 3-0-0.*
  - d. Friday Night Experience: Maloney will create a signup sheet for Board members to participate and share it at the next Board meeting.
6. Old Business
  - a. Banner Quotes for 12 3x6 15 ml (indoor/outdoor) vinyl school banners with grommets (3 for each district and 1 for LBA, ASMTech & G2S)
    - i. Quote from: SportsInk (37.00/Banner)
    - ii. Quote from: Northwoods (54.95/Banner)



- iii. Quote from: Vistaprint: (96.46/Banner)
  - iv. *Recommendation: Motion by Thurston to recommend purchasing banners for schools from SportsInk with support from Quillan; Motion carried 3-0-0.*
- 7. Limited Public Comment: Quillan mentioned that the 4<sup>th</sup> of July parade will be held this year, and she'd be willing to carry the banner but will need others; Maloney will add that to the signup for Friday Night Experience.
- 8. Adjourn: *Thurston moved to adjourn at 5:18 PM.*