



Minnesota Women of Today

Marketing Committee Agenda
2022 – 2023, 1st Trimester
July 16, 2022, 11:00 a.m., New Ulm



Call to Order:

Voting Members:

Marketing Chair, Jennifer A / Past Marketing Chair, Shellie M / State President, Jenise T / COB, Anna N / Secretary, JoAnn M / Executive Director, Tanya R / PR Assistant, Jeny O / Newslet Editor, Jessica S / Expos, Wendy H / Promoting MNWT, Brenda R / Web Development Rep, _____ / Area 1 Rep, Liz W / Area 2 Rep, Shirley V / Area 3 Rep, Michelle M / Area 4 Rep, Sue B / General Members: Jane H, Melanie C, Cindy U, Sharon E

Guests:

Welcome:

- Secretary for Meeting:
- Introductions
- Meeting Reminders

Approval of Minutes:

Reports:

- Marketing VP (Jennifer A)
 - Marketing Activity Updates as MKVP
- Newslet Editor (Jessica S)
 - Article Due Dates
 - Personals/Ads
 - Other Updates
- PR Assistant (Jeny O)
 - MNWT Press Releases
 - MNWT Blog
 - MNWT Facebook
 - Other

Subcommittees:

- Expos (Wendy)
 - Looking for a new chair
 - Fall State Vendors Expo
 - Statewide Expos
- Promoting MNWT (Brenda R)
 - Welcome new chair Brenda
 - Public Promotional/Educational YouTube Videos
 - Great MN Nonprofits
 - MNWT Podcasts. Anyone interested?
 - Marketing Funding Updates
- Web Development (_____)
 - Updates

Task Forces:

- Digi Sense (Open)
 - Updates. Continue or discontinue?
- Email blast (Open)
 - Updates. Continue or discontinue?

Ongoing Business:

- MNWT Rebranding Logo-Shellie
- Strategic Plan-Jennifer
 - Review and update Marketing Action Items and Dates
- Donation Page on MNWT Website-Shellie, Tevyan, Jeny

New Business:

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Next Meeting: 11/19/2022, 11:00 a.m., Eden Prairie

Adjourn: