



Minnesota Women of Today

Marketing Committee Agenda
2023-2024, 2nd Trimester
December 2nd, 2023, 11am Monticello

Lets get Famous



MN Ducks

Call to Order: 11:04 am

Voting Members:

Marketing Chair: Allie Staley/Past Marketing Chair: Michelle K-J/ State President: Amy Pumper/ COB: Jenise Teske/ Secretary Candi F/ Executive Director Tanya R/ PR Assistant: Shellie M/ Newslet Editor: Suzanne LaLond/ Expos: Open/ Promoting MNWT: Open/ Web Development Rep: Jenny Ohr/ Area 1 Rep: Liz Wigel/ Area 2 Rep: Cindy Umland/ Area 2 Rep: Connie Fink/ Area 4 Rep: Sue Bay

General Members: Melanie C and Sharon E

Guests:

Welcome

- Secretary for Meeting: JoAnn Miller
- Introductions: Skipped as it was done in MMC
- Meeting Reminders: Keep Discussion in the Positive

Approved Tri 3 minutes

Reports:

- **Marketing Vice President: Allie Staley**
 - Duck a MNWT Member Fundraiser for \$2 for non-member and \$4 for staff
 - Member Testimonials for website and other social medias will be filmed at Winter State
- **Newslet Editor: Suzanne LaLond**
 - Articles are due September 7th, 2023
 - Personals are due the Sunday after Fall State- email them to newslet@mnwt.org and CC mkvp@mnwt.org
- **PR Assistant**
 - No Report

Subcommittees:

- **Expos**
 - Reaching out to chapters and local members for vendors
- **Promoting MNWT**
 - Will be updating once new logo is approved
- **Web Development/ Web Team**
 - Email Tanya with any issues that you are having with email, website, or others.
 - They have been working on the website and making sure that everything is updated

Tasks Forces

- **Newslet:**

- Looking at a digital option for the post election article. Also seeing if it is completely viable to go completely Digital for the Newsletter.
- Jenny invited Suzanne LaLond to be apart of this task force to help make positive changes to the Newsletter.
- **Tech Tips:**
 - Please look out in the chapter mailing for the different tech tips. These tips are informative and give members guidance on different issues.
 - They are looking for members to join the tech tips task force. Contact Anna Nicols for more information @ AnnaNicholsWT@gmail.com

Ongoing Business:

- **MNWT Logo Change:**
 - 3 New logos brought forth
 - Bringing new logos to the project fair for the members to vote and see which logo they were to like.

New Business

- **TikTok**
 - Created a task force to look into TikTok.
 - Allie is the Chair, Deb Fromming a general member and Cat Schumen General Member.

Next Meeting: December 2nd, 2023

Adjournment: 12:01pm