



## Minnesota Women of Today

Marketing Committee Agenda  
2024-2025, 1st Trimester  
July 13, 2024



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### Call to Order:

### Voting Members:

Marketing Chair: Michelle Cloutier/Past Marketing Chair: Allie Staley/ State President: Tevyan Sorensen/ COB: Amy Pumper/ Secretary Liz W/ Executive Director Tanya R/ PR Assistant: OPEN/ Expos: Wendy H/ Promoting MNWT: OPEN / Web Development Rep: Jeny Ohr/ Area 1 Rep: OPEN/ Area 2 Rep: OPEN / Area 3 Rep: OPEN/ 4 Rep:

### General Members:

### Guests:

### Welcome:

Secretary for Meeting: Mary S.

### Approval Of Minutes:

### Reports:

- Marketing Vice President: Michelle Cloutier
  - Project Report Form
    - This is not a recognition form. This is a form to be used when you have an event your chapter does and you want to share the How To with other members of MNWT.
  - PR Assistant Role – As of now we have everything being covered. We will be looking into this position the duties, purpose and update/review manual in the future. Those looking into this position would be Executive Director, MKVP, COB, President and Jeny O.
- Newslet Editor: Suzanne Lalond
  - Articles and Personals

### Subcommittees:

- Promoting MNWT: OPEN
  - Internal Promotions
    - Fall State Convention Expo – Wendy and Sharon on working on vendors for the Friday night Project Fair – share an update on where we are at.
    - Convention Work – Looking for someone who can ensure Newslet has what it needs after convention (photos, etc), help Expo Coordinator as needed
    - Anniversary Posts – Amy
    - Chapter Newsletters & Brochure - competition to come at Winter State
    - October Webinar Training - easy Newsletter creation/what to include
  - External Promotions
    - Formerly Day at the Diamond to be replaced with Professional Women's Hockey League.

- We will have another Bridge Lighting in September during Membership Week.
- We will be looking to have the Governor sign a Proclamation for our 75<sup>th</sup> Anniversary
- State Fair June 2025 Trolley Ride – Past President and 2025-2026 President to ride.
- Web Development
  - New Platform for Website – Sherri to give update
  - Social Media – Encourage chapters to post on their Facebook pages and interact with not just their pages but pages of Minnesota.

**Tasks Forces**

- Newslet: Jeny Ohr
  - Update given on survey for it going out electronically along with next steps.

**Ongoing Business:**

**New Business:**

**Next Meeting:** November 16<sup>th</sup> – Star Bank Eden Prairie

**Adjournment**