



Minnesota Women of Today Marketing Committee Minutes



11:00am on November 20, 2021 – Trimester 2 – Star Bank, Eden Prairie in person and Virtual option

Call to Order: AM | Note Taker: Shellie Matthes

[Orders of the Day](#) | **Approval of** Minutes from July 17, 2021 | Quorum¹: 11 of 16 present; quorum established [x] yes [] no

Voting Members: MKVP: [Shellie Matthes X](#), Area 1 Rep (**Open**), Area 2 Rep [Melanie Chenoweth X](#), Area 3 Rep (**Open**), Area 4 Rep [Amy Pumper X](#), Promoting MNWT Subcommittee Chair (**Open**), Statewide BOS Project Subcommittee Chair [Jeny Ohr X](#), Webmaster [Daina Mirsch-Wenner X](#), Web Assistant [Julie Hammel](#), Past Chair [Christine Sibilleau](#); State President [Anna Nichols X](#), COB [Ileana Miller X](#), Secretary [Melissa Redzuan](#), Executive Director [Katie Castro](#); PR Assistant [Jeny Ohr X](#), NEWSLET Editor [Jessica Schultz X](#); *Up to four (4) General Members:* Expo Lead [Wendy Homyak X](#), General Member [Joann Miller X](#); General Member [Sharon Erickson X](#); General Member (Open)

Non-Voting Guests*: Jenise Teske, Sherry Boike, Sharon Scholl, Tevyan Sorensen, Michelle Cloutier, Mary Hansen *present

*Action item for online attendees: Must enter name and chapter in chat box *after meeting is called to order*

Subcommittee Reports

Promoting MNWT (**Open**) / mktg-promotions@mnwt.org

- Members: NEWSLET Editor [Jessica Schultz](#), PR Assistant [Jeny Ohr](#), Expo Lead [Wendy Homyak](#)
- **Great Nonprofits** ([Katie C](#)/[Shellie M](#))
 - Eden Prairie is the official
 - Marketing VP Fall State CIP included outline to set up a page
 - Postings to Facebook and blog done
 - Need to continue with yearly reminders
- **Non-Member Webinars / Videos / Podcasts** ([Jessica S](#))
 - Members: [Shellie M](#); [Jeny O](#)
 - Looking into application that takes blogs and turns them into video's
- **Marketing Foundation Grant** ([Shellie](#))
 - Members: Jen Kinzer, Nicky Anderson and Shellie M
 - This is a foundation committee and will share updates, but cannot actually vote to make changes.
 - **2020-2030 MNWT Strategic Plan Items** / **Strategic Plan**
 - Discussed addition to the Strategic Plan review of the MNWT website. Review process to take 5 years to complete and should be queued to start review process third year after launch.
 - To be added under Goal number 5 - letter D
 - Motion made by Jeny Ohr, 2nd Anna Nicols, motion passed. Will be presented to FDC.

¹ 1/3 of the committee needs to be present to establish a quorum



- **Item 5 - Develop Statewide MNWT Branding** ([Shellie Matthes](#))
 - Item 5.a - Create and approve a Women of Today Brand
 - Marketing team is working on Brand outline and will have a Brand Tool Kit for chapters – will have something for next meeting to approve
 - Item 5.c - MNWT new logo ideas
 - Suggestion to present to membership via Facebook and Chapter Emails for ideas from the member for logo ideas. Due date to remit ideas February 15. Also to promote at Winter State.
 - Shellie, Jessica, Jeny and Sharon on committee

- **Item 6 - Streamline MNWT Marketing** ([Shellie Matthes](#))
 - Item 6.a - Create a list of Marketing Strategies for Chapters
 - Document listing of ways to promote your Chapter.
 - Posting of Chapter Events (**Open**)
 - Members: [Jeny O](#), [Jessica S](#)
 - Increasing Membership² ([Shellie M & Sharon Scholl](#))
 - Membership pin
 - [Festivals around the State](#) created to help chapters to run a booth at a local festival/expo, and to locate them as well. Available to chapters and will promote on Facebook and CIP's.
 - Item 6.b - Develop a new chapter-friendly Marketing Strategy each year.
 - Item 6.c - Train chapters/members to use Marketing effectively.
 - Item 6.d - Create and/or update a PR Kit for member use: <http://www.mnwt.org/fellowship/news.php>
 - Item 6.e - Develop a MNWT App ([Jessica S](#))
 - Survey membership for suggestions how would be used, functionality, features
 - Item 6.f - [MNWT Publications Standardizations](#)
 - Updating the Facebook Training document
 - Updating document “We have a Facebook page. . .”

- **Public Relations** ([Jeny O/Shellie M](#)) / pr@mnwt.org
 - Staff Blog 2021. Request has been sent to SPM's to write a blog to inform membership about their area and/or organizations they are fundraising for.
 - Press releases are being submitted to local papers. How to guide on how to write a press release to be written up and replace current documents on website.
 - Facebook Volume 2 of posts was emailed to all chapters via MNWT email. Volume 3 will be emailed out in February 2022.
 - PR Asst will support SPM's with promoting/marketing their areas of programming.

- **NEWSLET** ([Jessica S/Shellie M](#)) / newslet@mnwt.org
 - Post Fall State completed
 - Post Winter State issue in prep stages
 - Evaluating NEWSLET Taskforce³ ([Shellie](#))
 - Members: [Amy P](#), Jessica, Anna N

² March Planning 2019 Recommendation: MMC & Marketing work together to develop ideas to increase membership

³ March Planning 2018 Recommendation: Non-paper NEWSLET



- Expo Coordinator ([Wendy H](#)) / mktg-expo@mnwt.org
 - Recap of Vendor Fair – 3 vendors who donated part of sales to MNWT.
 - There were 2 or 3 additional vendors selling wares that live in the area of Fall Convention site.

- [Social Media Team \(Jeny O/Shellie Matthes\)](#) / mktg-socialmedia@mnwt.org
 - Members: [Jessica S](#), [Shellie Matthes](#)

 - [Social Media Platforms](#)
 - Blog (for news stories about chapters, leaders, etc.)
 - Facebook (for Exec Council & Events)
 - Focuses for this year:
 - Google Templates for chapter websites ([Daina M-W](#))
 - Great Non Profits
 - YouTube (for Convention Presentations)([Jessica S](#), [Jeny O](#), [Shellie M](#))

 - Use hashtags! #mnwt #mnwtfall, #somethingwonderful etc.
virtual meeting hashtags: #mnwtstillsocial #mnwtfellowshipatadistance

Statewide Buckets of Sunshine Project ([Jeny O](#)) / mktg-statewideproject@mnwt.org

- [MNWT Priority Area](#) is the Statewide BOS Project
 - Taskforce met and discussed this position. Motion to eliminate this position as the SPM is doing the promotion of the Priority Area and this position is redundant.
 - Motion made by [Jeny O](#), 2nd [Michelle](#). Vote: 7 Yes, 3 No, 1 Abstain – motion passed

Web Development ([Daina M-W](#))

- [Digi-Sense: How-Tos for Electronic Communications](#)⁴ ([Jessica S](#))
 - Members: [Katie C](#), [Daina M-W](#)
- **Google Templates for chapter websites ([Daina M-W](#))**
 - 2nd Tri Webinar on how to set up a chapter website using Google Templates
- **Email Blast Taskforce using [MailChimp](#) ([Daina](#))**
 - Members: [Daina M-W](#), [Anna Nichols](#), [Cat S](#), [Katie C](#), [Melanie C](#), [Jeny O](#), [Shellie](#)
 - On a 1 year pause and reevaluate next year to see if it is feasible to pursue.

Web Team ([Daina M-W](#))

- Members: Webmaster [Daina Mirsch-Wenner](#), Web Assistant [Julie Hammel](#), Web Helper [Christine Sibilleau](#), Web Techs [Shellie Matthes](#) and [Jeny Ohr](#), Executive Director [Katie Castro](#)
 - Webteam to provide annual tech training for
Coordinator positions: Newslet Editor, PR Assistant,
Success Coordinator, State Store Manager, CMH

⁴ Intention was to consistently include tech tips in the CMH

Other Ongoing Business



New Business

Christmas trees at Mid-Year to decorate for Winter State. Staff, SPM's and DD's to decorate in their theme and bring to Winter Convention as decorations.

Happy Thanksgiving to everyone!

Next Meeting: Saturday, March 19, 2022 / location to be announced

Adjourn: 12:07pm