



Minnesota Women of Today

Marketing Committee Agenda
2023-2024, 3rd Trimester
March 16th, 2024 11am Edan Prairie

Lets get Famous



MN Ducks

Call to Order:

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, Brenda R/ 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:

Approval Of Minutes:

Reports:

- Marketing Vice President
 - Working with the next MKVP to help guide and provide information to help make the next year smooth.
- Newslet Editor
- PR Assistant : Shellie Matthies
 - No Report

Subcommittees:

- Expos
 - Looking for members to help create this task force again.
 - This is to find vendor/craft shows to promote MNWT.
- Promoting MNWT
 - No Report/Requests
 - Looking for members to help create this task force.
- Web Development/ Web Team
 - New Platform for Website
 - View/Show the new updates
 - Security
 - Ease of use and updating

Tasks Forces

- Newslet
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- Tech Tips
 - Report From Anna
- TikTok

- No Report

Ongoing Business

- MNWT Logo
 - This has been decided to be dropped at this time

New Business:

- New Brochure and Business Card
 - Cost
 - Printing
- Blog
 - Do we need to continue to use this?
 - Did anyone read the blog?
 - Suggestions?
- PR Assistant Role
 - At March Planning it was brought up to discuss the PR Assistant position.
 - Need to look at role and discuss best action for the PR Assistant
 - Job Duties
 - Purpose
 - Update/Review Manual

Next Meeting:
Adjournment