



MNWT Marketing Committee 3rd Trimester Meeting Minutes

10:30am on March 21, 2020 - ONLINE ONLY



Call to Order: 10:30AM | Note Taker: Daina M-W

[Orders of the Day](#) | Approval of [Last Meeting's Minutes](#) | Quorum¹: 9 of 16 present;
quorum established [X] yes [] no

Voting Members: Area 1 Rep [Shanna Pratt](#)*, Area 2 Rep [Sharon Erickson](#), Area 3 Rep [Tevyan Sorenson](#)*, Area 4 Rep [Michelle McGowan](#), Promoting MNWT Subcommittee Chair [Shellie Matthes](#), Statewide BOS Project Subcommittee Chair [Wendy Homyak](#), Web Assistant [Bonnie Olmanson](#), Chair [Daina Mirsch-Wenner](#)*; State President [Cat Shuman](#)*, COB [Brenda Sather](#)*, Secretary [Christine Sibileau](#), Executive Director [Katie Castro](#)*; PR Assistant ([Jeny O](#)*), NEWSLET Editor (open); *Up to four (4) General Members:* Expo Team Lead [Lisa Hahn](#)*, Social Media Team Lead [Jeny Ohr](#), General Member [Deb Froemming](#)* & [Jessica Schultz](#)*

Non-Voting Guests*: get list from Katie

*present

Subcommittee Reports

Promoting MNWT ([Shellie M](#))

- **Wrap-Up: 2019-2020 MNWT - 70th Anniversary Celebration**
 - [COB Brenda](#) in charge of celebration; Members: [Stephanie P](#), [Shellie M](#), [Daina M-W](#), Kathy Hansen, [Jessica S](#); promotion are happening, our group needs to meet
 - WS2020 went well; all commemoratives were sold out of the wine glasses; memorabilia room was enjoyed!
 - **Wrap-Up: 70th Anniversary MNWT Lapel pin/button ([Jane Hansen](#))**
 - Members: [Nicky Anderson](#); [Jane Holmberg](#); [Jen Kinzer](#); [Jessica Schultz](#)
 - Did not sell out of all the pins; everyone at luncheon got a pin
- **Great Nonprofits ([Katie C/Shellie M](#))**
 - Eden Prairie is the official; add your story
- Non-Member Webinars / Videos / Podcasts
 - Lead Jessica S, Shanna P, Daina MW, Melanie C
- **MNWT Publications Standardizations**
 - WS CIPs did not use the template; however, [MVP Lisa got close in her CIP](#)
 - Current staff didn't have the template at the end of the year
 - 2020-2021 MNWT publications template should be used; Katie & Brenda will send out the link or paper copy



Public Relations ([Jeny O/Katie C](#))

- **Wrap-Up:** Winter State 2020 Award Winner Press Release
 - Amy will send Jeny pix of the Winners
 - Tevyan did write a press release and sent it to Jeny; she also sent out Press Releases to the local chapters for the Outstanding Winners
- Annual 2020 Press Releases
 - waiting for Katie's Go-Ahead

NEWSLET (OPEN/[Christine S](#))

- **Evaluating NEWSLET Taskforce² ([Christine S](#))**
- Next issue progress

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

² March Planning Recommendation: Non-paper NEWSLET

- Amy P & Jessica S is working on it
- Needs Top-10 Success pix
- please submit articles!
- Daina will complete the article submission; add note for WebTeam Meeting to figure out how to finance personals

Expo Coordinators

● **Fall State 2020 Expo (OPEN)**

- FS2020 at Arrowwood Lodge in Baxter; Wendy H will help with the vendor portion
- We are considering lowering the vendor cost for the future expos; Katie/Cat S can help with this taskforce
- Need an Expo Coordinator

Statewide Buckets of Sunshine Project ([Wendy H](#))

● **Wrap-Up: [Sweet Dreams for Kids](#)**

- PJ Party at Winter State 2020: had games, snacks with about 8 people attending
- Presentation at Winter State 2020: more donations since Winter State! this did great!
- Something should be submitted to the NEWSLET with Katie's picture

● **MNWT Priority Area is the 2020-2021 Statewide BOS Project**

- Rep from the Mktg Comm will work Priority Area SPM; Need to go thru the B&Ps to see if this is affected (Jen K/Annie N); Daina to send the job duties of BOS Subcommittee Chair; may need to add the Priority Area SPM; Look at how the Marketing Committee can promote the BOS
- Jen K & I will meet offline to discuss
- Email the Mktg Comm Manual to get an approval; and then send it to FDC; goal is to get this done for the

- Promote [USWT BOS form](#) for chapters to complete by 04/30; Daina to send link to Pres Cat
 - Daina will submit an ad for this in the NEWSLET by April 23

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

● **Email Blast Taskforce using [MailChimp](#) (OPEN)** - no report

- Members: [Daina M-W](#), [Anna Nichols](#), [Brenda S](#)
- Looking for a new lead for this team!
- Katie, Daina, Anna, Melanie C will meet online prior April 30
- will ultimately go to FDC for approval

● **[Digi-Sense: How-Tos for Electronic Communications](#)**

- Issues: new website on a monthly basis; tech-tips
- Jessica (Lead) will work on getting articles to us & will take an initiative
 - she would like 6-8 topics
 - Cat, Katie, Daina & Jessica will meet offline prior to April 30
 - initially how to effectively use online meeting tools
- Intention was to consistently include tech tips in the CMH

- **NOTICE:** Network Solutions Maintenance Update to be done from 1AM-6AM CST on March 25, 2020. Users will be unable to log in to webmail during the maintenance period.
- Website Stats are on the [Web Team webpage](#).
- Web Assistant Bonnie O is retiring at the end of this year; the Web Team is working on replacements for 2020-2021 and beyond; if you are interested please contact [Daina M-W](#) or Katie.
- The Web Team will be sending out an email to Exec Council and others to evaluate our online tools. If you receive this email, it is vitally important that you complete it!
- The Web Team will also be promoting a Website Scavenger Hunt/Challenge for the new layout where the winner will be announced at Annual Convention. Please help us promote this.

Social Media Team (Jeny O)

- Members: [Sue B](#), [Jessica S](#), [Tevyan S](#)
- [Social Media Platforms](#)
 - Blog (for news stories about chapters, leaders, etc.)
 - What's Your Why Series using submissions from the website & reach out to chapters that are not as active
 - Facebook (for Exec Council & Events)
 - "A Message from..." at the beginning of all posts so when you are using "I" viewers will know who to contact
 - Programming Area - Mon: CC, Tues: LL, Wed: WW, Thur: Priority, Fri: YT; will include the schedule in CIPs
 - Maybe think about doing this for the other FB pages for regular posting
 - Membership will focus on ROAR
 - Focus on the following year:
 - Twitter (for District Directors)
 - [Pinterest ideas \(Tevyan S\)](#)
 - YouTube (for Convention Presentations)
 - LinkedIn (for professional networking) - need to recreate the MNWT LinkedIn profile
- Use hashtags! #mnwt #mnwtannual, #mnwtannual2020, etc.
 - virtual meeting hashtags: #mnwtstillsocial #mnwtfellowshipatadistance

Web Team (Bonnie O)

- [EmailMeForm.com](#) forms update

Other Reports

Other Ongoing Business

- **Posting of Chapter Events** to website or special blog page; [Shanna P](#) will help out; maybe a calendar of chapter events and/or blog dedicated; include the upcoming events in NEWSLET; nothing to report yet; will get something out at Annual; Jeny, Barb, Jessica will help Shanna
- **Increasing Membership**³ ([Daina M-W](#) & [Heidi W](#)) -- will meet prior to EOY
- MNWT Podcasts ([Shellie M](#))
- USWT Public Relations forms ([Daina M-W](#)) -- will report on progress

New Business

- **March Planning Recommendations**
 - Consider reviewing the current email system used. (submitted by Illeana Miller)
 - Discussion: Since we use google docs would it make sense to transition over into gmail.
 - Action: There was general consensus that there are some challenges to the current system. It was decided that this should go to the Web Team for review. More discussion should take place to see what is working and what isn't and try to identify these first before looking at a new system.
 - asking for submissions sent to webmaster@mnwt.org for items work & not working with the current email system; include in Exec Council survey that Christine is doing
- **Next Year's Marketing Committee Volunteers/Suggestions**
 - **Marketing Committee Chair:**

³ March Planning Recommendation: MMC & Marketing work together to develop ideas to increase membership

- **Promoting MNWT:**
 - **Fall State 2020 Expo Coordinator:** [Wendy H](#) offered to help with vendors; Katie works with the venue
- **2020-2021 Statewide Buckets of Sunshine Project: Jeny O**
- **Web Development:** [Daina M-W](#) will continue
 - **Social Media Team:** [Jeny O](#) has agreed to continue
- **Area Reps** attend the Committee Meeting and vote on motions
 - Area 1 (Districts 1, 2 & 3): Shanna P
 - Area 2 (Districts 4, 5 & 6): Melanie C
 - Area 3 (Districts 7 & 8):
 - Area 4 (Districts 9, 10 & 11): Amy P
- **Past Marketing Committee Chair:** [Daina M-W](#)

Next Meeting: Time/Date/Location TBD

Adjourn: 11:34 AM