



Minnesota Women of Today

Marketing Committee Minutes

2022– 2023, 3rd Trimester

March 12, 2023, 11:00am, Albany, MN



Call To Order: 11:08 AM

Voting Members:

Marketing Chair, Michelle K-J X / Past Marketing Chair, Shellie M X / State President, Jenise T X / COB, Anna N X / Secretary, JoAnn M X / Executive Director, Tanya R X / PR Assistant, Jeny O X / Newslet Editor, Amy P / Expos, Wendy H X / Promoting MNWT, Brenda R / Web Development Rep, Tanya R X / Area 1 Rep, Liz W / Area 2 Rep, Shirley V X / Area 3 Rep, Michelle M X / Area 4 Rep, Sue B / General Members: Jane H X, Melanie C, Cindy U, Sharon E

Guests: Sue Lemke, Connie Fink, Laurie Lillie, Shelly DeCamp, Sandy Trossen, Cat Shuman, Jeane Wolbeck, Mary Kaminski, Theresa Carpenter, Tawn Hanson, Michelle Cloutier, Sara Rocksted, Glorie Balfanz, Joanne Larson, Bonnie Marten

Welcome:

- Secretary for Meeting: Jeny Ohr
- Introductions
- Meeting Reminders

Approval of Minutes: approved as stands

Reports:

- Marketing VP (Michelle K-J)
 - o MNWT State Fair Bench- 68 pairs of shoes collected so far as well as \$50 cash donations.
 - o What's Your Why?- email sent to chapters asking members to submit testimonials to Website. 12 members have been added to the website.
 - o Website Cover Photos- Tanya has been receiving new action shots from chapters to updated pictures on the Website. Keep sending in new chapter pictures.
 - o WebReDoTeam- task force review- need to set up a Task Force to start reviewing Website.
 - Members: Cat Shuman, JoAnn Miller and Web team
 - o Website Scavenger Hunt- WebReDoTeam Task Force will review Website Scavenger Hunt once Website Review is over.
- Newsletter Editor (Amy P)
 - o Article Due Dates-
 - Election article were supposed to be submitted by March 5th while accept until March 15th
 - Post Annual articles should be submitted by May 5th.
 - o Personals/Ads- due May 22, 2023. \$2 per message can find more information in Marketing Winter State CIP
 - o Other Updates- would like articles from chapters highlighting their events or individual chapter members. Will be adding an article about the Statewide Committee meetings to let members know what happens at them.
- PR Assistant (Jeny O)
 - o MNWT Press Releases- Outstanding Award Winner from Winter State 2023 Press Releases were sent to Aitkin, Burnsville (OYA) and Sauk Rapids (Women Who Impact)
 - o MNWT Blog- Outstanding Award Winner blog posts were scheduled for Sunday 3/12, Monday 3/13 and Tuesday 3/14. Links to the blog post will be shared to Committee pages.
 - o MNWT Facebook- the final 13 weeks of Facebook posts were sent to the chapters and District Directors. Next year's Marketing Committee can decide if they would like to continue sending them to the chapters. Chapters have seemed to like getting them and using them. The Public Relations Assistant position is still available for next year.

Subcommittees:

- Expos (Sally)
 - o 2023 Fall State Vendors Expo
 - Each year at Fall State there is a Project Fair with Vendors. 4/6 vendors and this is a fundraiser for the Marketing Committee. Cost is \$35 per vendor for 2 hours. This committee finds the vendors.
 - For 2023-2024 Wendy Homyak and Sandy Trossen will co-chair
 - Members: Sharon Erickson, Shellie Matthes and Sue Lemke
- Promoting MNWT (Brenda R)
 - o Brochures- waiting on Logo to finish.
 - o Business Cards- waiting on Logo to finish.
 - o Great MN Nonprofits (Shellie M)- this is another social media tool for chapters. Can have more content than Facebook and reviews from community partners that chapter have worked with or helped. If your chapter gets 10 reviews, they will receive a Top Nonprofit budget from Great MN Nonprofits. If you have any questions, contact Shellie Matthes or Jeny Ohr.
- Web Development/web team (Tanya)
 - o Updates- Task force to review website needs to form and Jeny Ohr is new Web Assistant

Task Forces:

- Expo Review (Chair: TBD / Members: Sally, Shellie M, Wendy H, Mary K, Sharon E)
 - o Review contracts and purpose of Expos. Changes would be for 2024-2025

- Chair will be Shellie Matthes
 - Members: Sally Koltres, Wendy Homyak, Mary Kaminski, Sharon Erickson, Sue Lemke
- Tech Tips (Anna)
 - Updates- How many of you have been reading the fun and informative Tech Tips in the Chapter Mailings? If you have not read about Google Calendars and Password Safety, go check out the February and Mar Mailings. The April/May issue will be our third publication. Jeny Ohr will be sharing information on creating social media content. If you are interested in joining the Tech Tip Task Force let me know and I will add you.
 - Members: Jeny Ohr

Ongoing Business:

- MNWT Rebranding Logo (Shellie)
 - vote to send to Future Directions- voted on three logos. #1 16 votes, #2 had 7 votes and #3 had 4.
 - Motion
 - I move to send option number 1 from the Logo Review to Future Directors Committee for approval. (PVP/Shuman) m/s/p
 - Recommendation- to add to the Strategic Plan to review Logo every 5 years to see if it is still relevant.

New Business:

- March Planning Updates
 - Create task force to look at Newslet- discuss its purpose, make it more educational, how to include more members, include more content, cost efficiency, etc.
 - Newslet Task Force
 - Chair: Jeny Ohr
 - Members: Amy Pumper, Jenise Teske, Anna Nichols
 - SUCCESS information on the Website- Recommendation to have the web team fix SUCCESS on the website. Hard for chapter members to find the information, have separate page just for SUCCESS. Rename SUCCESS Helpful Hints to just say SUCCESS. Add a link to SUCCESS Coordinator, add Presidential Bonus Points to SUCCESS page.
 - Motion
 - I move that the Web Team updates SUCCESS information on the website.
 - (Pumper/MMC) m/s/p
- Strategic Plan (Wendy)
 - Review and update Marketing Action Items and Dates
 - 5. Develop a Statewide MNWT Branding
 - a. Create and approve a Women of Today Brand: change to 11/2023
 - b. Create and implement a plan for chapters to use this new Brand: change to 3/2024
 - c. Examine our current MNWT logo and create a timeline to update the logo: date can stay the same.
 - 6. Streamline MNWT Marketing for consistent Statewide use- no changes

Next Meeting: July 29, location to be determined

Adjourn: 12:05 pm