



## Minnesota Women of Today

Marketing Committee Minutes  
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: Web Development Rep: Jeny Ohr/ Area 1 Rep: Nicky Anderson/ Area 2 Rep: Mary Hansen / Area 3 Rep: Sharon Erickson/ 4 Rep: Cindy Golbluff

**General Members:** Anna Nichols, JoAnn Miller, Connie Fink

**Guests:** Pat Undersander, Mary Sobczak, Michelle McGowan, Shirley Viesselma, Jane Hanson, Bonnie Martin, Cat Shuman, Glorie Balfanz, Michelle Kocak-Jones, Mary Kaminski, Theresa Carpenter, Judy Moldenhauer, Sandy Trossen, Jenise Teske, Kathy Hansen, Sherri Streff, Shelly Zaffke, Shellie Matthes

#### Welcome:

Secretary for Meeting: Mary Sobczak

#### 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 a event your chapter does and you want to share the How To with other members of MNWT. **FDC Winter committee created form for sharing projects on website. Form is created, being reviewed and then will be up and running. Will be under forms and Market, Membership and FDP.**
    - 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.
  
- Newsletter Editor: Suzanne Lalond
  - Articles and Personals **The persoanls form was updated and will be sent out. Personals are due September 29<sup>th</sup>.**

#### 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. **Fall State Expo – Wendy and Sharon are working on. \$35 cost of vendor table. Question on**

application process? There is a Google form and District 3 is the closest district should extra help be needed could inquire with members from there.

- Convention Work – Looking for someone who can ensure Newsletter has what it needs after convention (photos, etc), help Expo Coordinator as needed Looking for assistance capturing photos, etc at convention and working on PR relative to convention. Jeny Ohr volunteered to assist with this. Nicky Anderson is checking with her husband Mark on taking candid photos.
- Anniversary Posts – Amy Amy is adding more information to these posts. Past presidents may be coming to Fall State. Amy has asked for feedback on posts. Friendship Ventures history.
- Chapter Newsletters & Brochure - competition to come at Winter State At Winter State we will be holding a Newsletter and Brochure competition. More info to come.
- October Webinar Training - easy Newsletter creation/what to include We will be doing training on easy creations.

#### External Promotions

- Formerly Day at the Diamond to be replaced with Professional Women's Hockey League. Tanya is still looking into and working on.
- We will have another Bridge Lighting in September during Membership Week. We are requesting the bridge be lit up pink.
- We will be looking to have the Governor sign a Proclamation for our 75<sup>th</sup> Anniversary There is an online form we need to fill out to have Governor sign proclamation.
- State Fair June 2025 Trolley Ride – Past President and 2025-2026 President to ride. More info to come next year
- Web Development
  - New Platform for Website – Sherri to give update New platform for website which holds domain name and keeps everything as is. Looking to move to Network Solutions. Currently the website is being worked on. The search bar is to go away. There will be a search drop box at the top and bottom of the page. There is a question on speed? We replied speed depends on Wifi speed, not just site related.
  - Sherri Streff has a motion to move platform to Network Solutions. JoAnn Miller of Byron seconded. Cat inquired if there was cost for this motion. Amy replied already approved by finance. Motion passed.
  - Social Media – Encourage chapters to post on their Facebook pages and interact with not just their pages but pages of Minnesota. Like, share and comment to have it move up your feed – behind the scenes algorithm. Connie inquired if we need to do all 3. Michelle shared the more interaction the more it populates.

#### Tasks Forces

- Newsletter: Jeny Ohr
  - Update given on survey for it going out electronically along with next steps. How to sustain sending newsletter via email.

#### Ongoing Business:

**New Business:** Jeny Ohr – Policy A PVP/Secretary to sit on committte and also a 2 year term.

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

**Adjournment** 12:05