



## Minnesota Women of Today

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

Lets get Famous



MN Ducks

**Call to Order:** 11:15 am

### Voting Members:

Marketing Chair: Allie Staley\_\_\_ Past Marketing Chair: Michelle Kocak Jones\_X\_  
State President: Amy Pumper\_X\_ COB: Jenise Teske\_X\_ Secretary Candi Frick\_X\_  
Executive Director Tanya Rothstein\_\_\_ PR Assistant: Shellie Matthes\_\_\_  
Newslet Editor: Suzanne LaLond\_\_\_\_\_ Expos: Open\_\_\_\_\_ Promoting MNWT, Brenda  
Reeves\_\_\_ Webteam Rep: Jeny Ohr\_X\_\_\_ Area 1 Rep: Liz Wigel\_\_\_\_\_  
Area 2 Rep: Cindy Umland\_\_\_ Area 2 Rep: Connie Fink\_X\_\_\_ Area 4 Rep: Sue Bay\_\_\_\_\_

**General Members:** Melanie Chenoweth\_\_\_\_\_ and Sharon Erickson \_\_X\_\_\_

**Guests:** Bonnie Marten, Flora Crenshaw, Mary Kaminski, Theresa Carpenter, Anna Nichols, JoAnn Miller, Michelle McGowan, Bonnie Waller, Nicky Anderson, Jane Hanson, Mary Hansen, Tawn Hanson, Carla Hanson, Cat Shuman, Shirley Viesselman, Wendy Homyak, Michelle Cloutier, Tevyan Sorensen, Glorie Balfanz, Diane Grants

### Welcome:

Secretary for Meeting: Jeny Ohr.

**Approval Of Minutes:** needs updating before approval.

### Reports:

- Marketing Vice President
  - Working with the next MKVP to help guide and provide information to help make the next year smooth.
- Newslet Editor
  - March Elections issue being sent out electronically
  - Articles for post-election issue are due May 2nd and personals due May 19th
- 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- The webteam is going to take this upcoming Women of Today year (2024-2025) to research different web hosts to find the one that best fits the needs of our organization while also maintaining the current website.
    - View/Show the new updates
    - Security
    - Ease of use and updating

### Tasks Forces

- Newslet
  - The election issue will be sent out by email with a survey asking members how they feel about receiving it electronically and not in the mail. Once the survey results are back the task force will look them over and preside with the next steps.
- Tech Tips
  - Report From Anna
  - Who reads the Tech Tips? If you have not read the latest Tech Tips, you can find them in the Chapter Mailings on the MNWT website under State publications. Make sure you take time to read all the informative tips. They are a great resource for you and your chapter. This past issue included a great document by Cat Shuman on Microsoft Word, Tips and Tricks. The April/May Chapter Maling will include Sign Up Genius support and the June Chapter Mailin will have Drop Box Information included. Both of those articles will be written by Jeny Ohr. A huge thank you to Jeny Ohr and Cathy Shuman for being members of the tech tips committee. They truly are amazing to work with.
  - As a task force we have covered numerous topics and are currently working to have them all available on the website. We are out of ideas, outside support is minimal, and I feel this valuable group has run its course. Management of these topics to keep them updated and relevant could go to the PR Assistant and Social Media Lead. If needed at a future date the task force could be reinstated. With that we will eliminate the Tech Tips Task Force starting July 1, 2024.
- TikTok
  - No Report

### Ongoing Business

- MNWT Logo- **need to have more research and on hold**
  - This has been decided to be dropped at this time
  - Nicky Anderson did find out that a lawyer could cost between \$300/\$400. There are also lawyers that do free consultations. If we were to draw the outline of the state of Minnesota or find someone to create the outline for us (we would need them to sign a release form given our organization permission to use it) we could legally use that outline as a logo.

### New Business:

- New Brochure and Business Card- MKVP Allie and Executive Director Tanya are working on this.
  - Cost
  - Printing
- Blog: **decided at this time there is no need for the MNWT Blog**
  - Do we need to continue to use this?
  - Did anyone read the blog?
  - Suggestions?

● PR Assistant Role- **MKVP Allie, President Amy, Executive Director Tanya will review this position and see how to better utilized this position. They will reach out to current PR Assistant Shellie and past PR Assistant Jeny Ohr to help as well.**

- 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:** TBD

**Adjournment:** 11:35 am