



Marketing Meeting
Minutes for August 18, 2024
7:00pm via Zoom



Call to Order 7:00pm

Attendees: Jane Hanson, Shellie Haun, Mary Hansen, Michele Thompson, Tracey Pierson, Shellie Matthes, Maxine Turner, Lisa Hahn, Angie Dietz

Guests: Brandy Mausbach, Michelle Cloutier, Char Ostenberg, Kim Hermann, Nicolette Amundson

Welcome!! Icebreaker – please state your name, your state/chapter and a Kids week activity. Although some chapters do not celebrate kids' week, it is an opportunity to build youth into your program.

Minutes from the 2/12/24 meeting approved as presented with no changes.

On-Going Business

- 1.) "Shout Out with Pride" form name update to "Shout Out with Public Relations" was presented to FDC and approved. This task is now complete. Webmaster will be updating the PR page to show Shout Out with Public Relations. Currently form shows Shout Out with Pride. When using the link, the new form is correct.
 - Some confusion with the form and what to attach when submitting form.

- 2.) Logo update
 - 8/2023-Task force set up with members: Tracey Pierson, Laura Bentley, Laura Morris and Shellie Matthes.
 - Current Task force will add President Jane Hanson and PR-Cindy Golbuff
 - Logo is not under strategic plan.

- 3.) Five Year Plan
 - Under Leadership Training
 - Online Training – There is a plan/schedule of Webinars currently with USWT Staff scheduling webinars.
 - Convention Mid-Year and Annual
 - Webinar or seminar needs to be developed on "How to Host Mid-Year and National Conventions"? Michele Thompson/Iowa has hosted conventions. Maxine noted Lori R has a paper copy/guide book for hosting conventions. Laura Morris was working on a convention manual. Will check with her.
 - COB still looking for bids for 2026 mid-year convention.
 - Public Relations
 - Press Release in SIP's
 1. Annual BOS (Children & Families of Iowa) was a wonderful success! Michele received a note from them. She will forward this to Mary H to be put in Today's Leader.
 - Marketing Committee
 - USWT 40th Anniversary Celebration/ Marketing: Tracey is ordering shirts, lapel pins and shot glasses. She will connect with the Finance committee.
 - Char and Duluth chapter will work with Tracey for 40th celebration.

- On Mondays, President Jane is posting on USWT FB information for non-members providing general information about the organization. Chapters are encouraged to share the post to their FB pages.
- No updates under YOUTUBE or X (twitter)

New Business - none

Announcements - none

Next meeting: none scheduled unless a challenge arises.

Adjourn: 8:02pm