

GREEN COUNTY 4-H MARKETING/PROMOTIONS COMMITTEE
Minutes from March 1, 2018

Location: Wisline Room, Justice Center

Date/Time: Thursday, March 1; Brought to Order at 7:00 pm

In Attendance: Dawn Smith (Chair), Connie Heimann (Secretary), Sharon Blohowiak (Financial Secretary), Christina Johnson, Deb Myers, Tina Straws

Minutes: The minutes from December 14, 2017 were distributed. Tina moved to approve minutes. Deb seconded it. Motion carried. Financial update on our balance: \$987.17 as of January 31

Committee Goals: To plan and coordinate marketing and promotion strategies to increase 4-H membership in Green County.

Unfinished Business:

County 4-H T-Shirt: RBS is the chosen vendor. Dawn reported that they have not yet submitted their designs. When they do she will email the choices to the committee for selection. Items we decided to offer are socks, caps, long and short sleeve t-shirts, and hoodies.

Other items were:

- a. Can names be added to item purchased
- b. No profit so fund raiser form is not needed
- c. Vendor takes 10 days to set up
- d. Taking online orders only
- e. Orders due by June 15
- f. Orders to be picked up at 4-H office after July 1
- g. Alphorn is used most often to receive information
- h. Next Alphorn is May/June

2018 Promotional Events:

- a. Healthy Kids Day (April 21)
- b. Dairy Breakfast (May 26)
- c. On the Square Event (June 2)
- d. Fair (July 18-22)
- e. Cheese Days (September 13-16)
- f. Exploring 4-H Day (September 29)

New Business:

Healthy Kids Day (April 21):

- a. Held at YMCA--9 am until noon
- b. Activities inside and outside
- c. Set Up Friday, April 20
- d. Outside Activities
 1. Bike Safety w/police dept.
 2. Map of bike trails
 3. Raffle--Adult Leaders sponsoring up to 20 certificates for 16 youth/4 adult bike helmets using Bike Federation money. Helmets to be fitted by Stonehall in Monroe
 4. DNR selling bike trail passes for Brodhead and Monroe

5. 2 4-H adults (Dawn/Deb) and 2 youth
- e. Inside Activities
 1. Making clothes pin minions
 2. 2 4-H adults (Tina/Heidi) and 2 youth
- f. If it rains, outside activities will be in lobby
- g. Facebook ad: Deb moved to have Ellen run ad for Healthy Kids Day at cost of \$20-40; Tina seconded it. Motion carried.

Other Business:

Breakfast on the Farm:

- a. 4-H help needed in food tent; Clubs will receive a donation if they help, Call Craig Kamholz if willing to help
- b. Two shifts--6-8 am; 8-10 am
- c. Next Generation will promote 4-H in tent
- d. Held at Dan/Nancy Karlen Farm--County C & Hwy 69, Monticello
- e. Coffee Cakes still needed

Exploring 4-H Day: Scheduled for September 29 at fairgrounds; OK

Cheese Days: Lottery system for doing floats; Apply by May

Alphorn Items: Sharon will post Marketing/Promotions activities;

There will also be a notice about county 4-H t-shirts.

Next Meeting: We scheduled a meeting for Thursday, May 3, 2018 at 7 pm.

On the agenda will be the plans for Breakfast on the Farm (May 26, On the Square Event (June 2), and fair planning.

Adjournment: Christina moved to adjourn the meeting. Sharon seconded it.

The meeting was adjourned at 7:56 pm.

Submitted by Secretary Connie Heimann