

GREEN COUNTY 4-H MARKETING/PROMOTIONS COMMITTEE
Minutes from May 3, 2018

Location: Wisline Room, Justice Center

Date/Time: Thursday, May 3; Brought to Order at 6:54 pm

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

Minutes: The minutes from March 1, 2018 were distributed. Deb moved to approve minutes. Tina seconded it. Motion carried.

Financial update on our balance: \$987.17 as of March 31 with Facebook ad still to be deducted.

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: We looked over the design and made a few simple changes. Dawn will send the changes out via email to be approved.

- a. Offer T-shirts and hoodies
- b. Order online by June 15

2018 Promotional Events:

- a. Healthy Kids Day (April 21)--Done
- 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): Review

- a. Low Participation
- b. Not well marked
- c. Music was inappropriate
- d. Crafts were good
- e. Extra helium

Other Business:

Breakfast on the Farm (May 26):

- a. 3 families from Next Generation to work promotions booth
- b. 4-H help still needed in food tent;
- c. Two shifts--5:45-8 am; 7:45-10 am
- d. Held at Dan/Nancy Karlen Farm--County C & Hwy 69, Monticello
- e. Coffee Cakes still needed
- f. Deb will ask Lana to send mass email for volunteers to help serve

On the Square Event (June 2): Cost for booth is \$35. Connie moved to not participate in this event with just getting done with Breakfast on the Farm. Dawn seconded it. Motion carried.

County Fair (July 18-22):

- a. Exhibition Hall will be set up lengthwise instead of across
- b. Deb will ask for cost of spot and availability of the FS Building for 4-H promotion
- c. Promotion booth will be unmanned except for Saturday
- d. Booth staffed on Saturday--face painting, Lego station
- e. YIA Building will have a display about 4-H--Past, Present, Future;

Promotion Kit Updates:

- a. Update after Breakfast on the Farm
- b. Hand out Bike brochures at the fair
- c. Keep and/or swap out projects. Dawn will look for simple ones.

2018-2019 Budget: We will keep our yearly budget at the same amount of \$2,000.

Other: We will not promote 4-H for Cheese Days because the audience is not mainly local people.

Next Meeting: We scheduled a meeting for Thursday, June 14 at 7 pm. On the agenda will be the plans for promotion kits and fair. We also scheduled a meeting for Thursday, July 26 at 7 pm. Agenda items will be Exploring 4-H Day (September 29) and July/August Alphorn notice.

Adjournment: Deb moved to adjourn the meeting. Tina seconded it. The meeting was adjourned at 8:21 pm.

Note: Via email on May 7 at 11:30 am, Dawn called for approval of attached T-shirt design. At 12:15 pm, Connie emailed "I move that we approve the enclosed artwork for the county 4-H T-shirt." At 12:19 pm, Deb emailed "I will second it."

Submitted by Secretary Connie Heimann