

Marketing and Promotions Standing Committee Minutes

11/10/2020

Meeting was called to order by Ellen Andrews at 6:03pm

Attending:

- Ellen Andrews
- Deb Myers
- Bridget Manthey
- Bridget Nusbaum
- Nicole Ruegsegger
- Dawn Smith

The meeting started with introductions and a reminder of the goal of the committee, which is to: Plan and coordinate marketing and promotion strategies to increase membership in Green County 4-H.

Financial Report: \$1,500.00

We briefly reviewed current county promotion efforts:

1. Discover 4-H Program (6-week program)
 - a. Open to new and existing families
 - b. Pilot program done with 6 other counties
 - c. 18 families with 26 youth were a part of this from Green County
 - i. Of those 6 families have already enrolled and 13 families have been part of the virtual meetings
2. 4-H Club flyers were created and distributed by some clubs
 - a. Lana is willing to assist any clubs who are interested in developing a flyer
3. Facebook Enrollment Ad
 - a. In previous year this committee sponsored a facebook ad near enrollment deadline
 - b. Enrollment deadline is upcoming on 12/1/2020
 - c. Deb moved to approve up to \$60 for a facebook ad related to enrolling in Green County 4-H. This was seconded by Bridget M and approved by the committee.

Next Steps for the committee were then discussed:

1. Brainstorming ideas for other enrollment promotion efforts
 - a. Road side advertisements/signs
 - b. Posting at Banks is sometimes free for non-profits. Banks discussed to consider were
 - i. WI Bank & Trust
 - ii. Woodford Bank
 - iii. Juda
 - iv. Greenwood State Bank
 - v. Bank of Brodhead
 - vi. New Glarus Bank

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- c. WEKZ Community Event Calendar
 - d. Billboard Advertising
 - e. Village/City Facebook pages
 - f. Library Facebook pages
 - i. Ellen mentioned the Monticello Librarian has been good about helping to share posts
 - g. Community and or Buy/Sell Facebook pages
 - h. Flyer in curbside pick-up packages at Libraries for orders with books from the Children's section.
2. Brainstorming Other ideas for the committee going forward
- a. In the past this included fair, Exploring 4-H Day, Kids events, but committee acknowledges that may not be possible in this current year due to COVID
 - b. New ideas discussed included:
 - i. Keep 4-H visible with monthly or seasonal advertisements/posts in,
 1. Facebook
 2. News papers
 - ii. Considers a most shares/likes promotion
 - iii. Put out a request at the next Adult Leaders meeting to promote like/sharing of county promotion posts
 - iv. Request Club leaders to create posts that can be shared that highlight,
 1. Club engagement
 2. Activities the club does
 3. Try and do this every other month
 - v. Promote a consistent message to be used by all clubs, Ellen suggested using the state materials related to the state theme of 4-H Movement
3. Deb moved to sponsor up to \$30 to have a county sponsored 4-H advertisement on Facebook for 10 day around the New Year and New possibilities in 4-H. This was seconded by Nicole and approved by the committee.

Elections were held and the following positions were elected by unanimous ballot that was moved by Dawn and seconded by Nicole and approved by the committee:

- Chair: Deb Myers
- Financial Secretary: Bridget Nusbaum
- Secretary: TBD at the next meeting

Next meeting will be in late January with date and time to be determined by doodle poll.

Meeting was adjourned at 7:04pm.

Submitted by: Dawn Smith