Marketing Committee
Monday, March 21, 2016
Meeting Minutes

Attendance: Doug Bolton, Peter Alpaugh, Chad Summe, Arlene Koth, Julie Heath, Mary Kate Fogarty and Danielle Demma

I. Welcome/Overview
Julie welcomed the committee. Mary Kate introduced herself along with the remaining members of the committee.

II. 40th Anniversary (2017)

Mary Kate discussed the Center’s application to be a recipient of the Bacchanalian Society’s fundraising efforts. They hold events throughout the year to benefit non-profits. The Center will apply in 2017, and we won’t know the date until next year. Mary Kate is going to see what amount is typically raised at these events.

The committee discussed the 40th anniversary and that it should be a celebration of the Center, focusing on our mission and vision. It was decided that we kick off the 40th anniversary at the 2016 annual luncheon with the campaign running through the end of 2017. This strategy gives us a common theme for 2017 and something to center next year’s luncheon.

The committee will lay out a timeline for the events over the next 18 months, and develop a timeline of the Center, highlighting some milestones, e.g., the launch of StEP.

III. 10th Anniversary of StEP (2016)

The committee discussed the Center hosting an event with the kids, business partners, sponsors, schools and anyone else who might be interested in the program. The committee discussed holding the event in the fall, perhaps tying it into the event that the Center already hosts for the StEP program or perhaps a Saturday morning breakfast. The Center would honor some businesses, volunteers and YP’s.

As an alternative, the committee discussed having a virtual event. That would get more StEP stores involved and give more people to be involved, given the time challenge that most people face. The committee liked the idea—Mary Kate will explore.

The challenge with Step right now is resources. The Center needs two full time employees. Julie wrote a grant for $100K to expand StEP into middle school. Part of the grant includes an additional resource for StEP.
The committee discussed expanding StEP to other geographic locations. Arlene Koth offered to set up a meeting between Cincinnati Works executive director and Julie to discuss the value of licensing.

IV. Brand Strategy

Chad discussed putting together a new Brand Strategy. Who are trying to reach, what are we trying to say and how we are going to say it.

Julie has been working with a copywriter for a collateral piece for SmartPath. Julie is going to reach out to Howard McIlvain from LPK for his help on the collateral piece. The Center will also produce a one-two minute video on SmartPath.

The committee discussed meeting again with LPK to review the work they have done previously and to update them on new initiatives and programming, as well as soliciting their help on the 40th anniversary events. Julie will reach out to Howard from LPK.

V. Alignment with other committees

The committee discussed the idea of having periodic calls with all the committee chairs or their designees. This would facilitate information-sharing and create efficiencies between committees. If these duties were shared with other members of the committees (not just the chairs), no one would be overly burdened. Mary Kate and Danielle could sit on the call to capture notes for the committees to share.

Julie asked the committee to start thinking about speakers for the 2017 annual luncheon. Chad mentioned that he may have a way to get in touch with Meg Whitman, a P&G alumni. He will reach out to get the conversation started.

VI. 2016 Meeting Schedule

TBD

The meeting was adjourned