MINUTES OF ANN MARKETING & MEMBERSHIP COMMITTEE MTG

JUNE 10, 2014

PRESENT VIA TELECONFERENCE: PHIL JOHNCOCK; CHERI HILL; BRENDA STOUT; DANA SERRATA; LISA LIGHTFOOT; ANDREW SCHURICHT; PATTI MEALS

The meeting was called to order by Cheri Hill, Chair.

The Committee Description was not available to review, however Dana emailed later the following description previously approved by the Board:

To oversee planning and delivery of features and benefits with input, if appropriate, from membership and an eye for quality improvement and toward income generation products and services. To coordinate the yearly membership meeting and special recognition awards. To plan and implement recruitment and retention strategies of members. To oversee marketing of products and services. It recommends policies and procedures, engages board and members in developing strategy, and monitors implementation.

Marketing:

1. We reviewed the 2013 Income Streams. Cheri requested a profile of who our members are so we can determine if moving from a flat fee to a tiered (3-5 max) would help increase revenue for the organization. Phil is to send info to the group for review. We also need to look at sponsors/grants and other revenue sources to see if they are working/not working.
2. Media – this area needs improvement – we are not really tapping into the media to promote ANN and this will require focus and a strategy.
3. Google Ad Grant – is driving traffic – is going pretty well. Probably need to understand this more to tie into an overall strategy.
4. Surveys from conference overall were good. The conference committee will deal with suggestions.
5. The regional conference for Oct is fast approaching. Suggested sending out a save-the-date email NOW. As of this typing (June 13), Phil has followed through and emailed out to the database.
6. Social Media was mentioned (needs to be part of the marketing strategy) and whether our virtual assistant (or someone else) needs to be responsible. Further discussions will need to be had.
7. Other: Brenda recommended we think about creating a new ANN Logo, and with unanimous consent agreed that she is authorized to reach out to her renowned Graphic Artist/Designer friend to look at our logo and either create a new one or make serious recommendations for consideration by this committee. (As of today 6-17-2014, no longer an option so we’ll discuss further at next meeting.)

Membership: We ran out of time to go over everything on Agenda. Did discuss the following:

1. ANN Nonprofit Purchasing Group, based on email comments (unanimous consent), have given Phil the go ahead to give our 60 day notice to end. This will save us $$$ each year.

Next Meeting: The 2nd Tues of each month at 3 pm (July 8th) so we have a consistent day/time, easier to calendar.

Adjourned at 4 PM.