



**Mason County Promise Zone  
Marketing Committee Meeting  
Minutes**

**Tuesday, June 9, 2020, Noon**

**Location: Online per Michigan Governor Whitmer's Executive Order 2020-75**

Join online: <https://us02web.zoom.us/j/82365289243?pwd=cmNDbXU0SWtRSFZpZ1pMbXh1Q1FhUT09>

Meeting ID: 823 6528 9243 Password: 6QEfqD

To join by phone, dial: 1 646 876 9923 Meeting ID: 823 6528 9243 Password: 008924

Present: Ed Makowicki (Attended 12:05-1:00 PM), Annette Quillan, Monica Schuyler (Arrived at 12:20 PM), Dena Thurston

Staff Present: Jody Maloney, Kristen Smith

1. Call to Order at 12:03 PM
2. Limited Public Comment: None
3. Approval of Agenda: Thurston made a motion to approve the Agenda; Supported by Quillan; Motion passed 2-0-2.
4. Approval of Minutes from June 2, 2020: Thurston made a motion to approve the Minutes, with the change of the word "Agenda" to "Minutes" at the top of the first page; Supported by Quillan; Motion passed 3-0-1.
5. New Business:
  - a. Chamber input and assistance on marketing: Maloney will compile a list of all past, present and planned activities that relate to Marketing by June 30<sup>th</sup>, and will then share that list with Smith for the purposes of review, streamlining, and the creation of a two-year marketing plan at the July 9<sup>th</sup> meeting at 2PM. Maloney will also bring a plan to reach all grades with the Promise and partners.
6. Old Business:
  - a. Branding for 2020
    - i. Media kit review: The coordinator will send out the media kit in early August to schools and connect with Principals on who they would like the kit sent to in the future. The kit contains a square and rectangle .png file of each: a general Promise graphic/slogan; a district-specific version; a school-specific version.
    - ii. Shirts
      1. For students: Promise graphic with circle around it will serve as the branding for future giveaways and printed products. Shirt discussed for seniors who complete application & FAFSA, to be given on Decision Day. Committee will wait on ordering until March.
      2. For staff/board members: Maloney will find an affordable option for embroidered shirts with the Promise logo.
    - iii. Tokens: Bags—no action until after SET and marketing plan are available.
  - b. Yearly Events Calendar Review—will review at next meeting
  - c. Communications with WSCC
    - i. Graduate Interviews—Maloney will create a graduate exit interview through Google Forms and send to all graduates, and request permission to use quotes.
  - d. Set 2020 Marketing Committee Schedule—no action
  - e. Plaque—6 plaques must be ordered; Maloney will get quotes for silver on dark wood back. The layout was reviewed with removal of the word "of" in the first sentence.
    - i. Quillan requested adding a Board agenda item to discussion of honoring the steering committee. Schuyler noted that this may be a sensitive topic.
7. Any Other Business: None
8. Limited Public Comment: None
9. Adjourn: Motion to adjourn by Schuyler at 1:24 PM.