

2021-05-16 Marketing Committee Meeting notes

Date

16 May 2021 7:00PM-8:09

Attendees

- [Scott Newman](#)
- [Jessee Maloney](#)
- [user-eefcb](#)
- Julien Tricheaux

Goals

Discussion items

Time	Item	Who	Notes
	What do we want from the Committee?		• Attract new members (Goal) • Attract students for classes (Channel for achieving goal) ◦ Have instructors give tours as part of their class ◦ Illustrator class (Kenzie and Julien) • Corporate ◦ Membership ◦ Sponsorship ◦ Collaboration • Post digital flyers on Social Media (Channel) • Local Newspapers (Channel) ◦ Loudoun Now ◦ Loudoun Times-Mirror ◦ Publicize Monthly Member Meetings and Classes • Target territory is Loudoun County/40 minute radius? • Capture Channel effectiveness ◦ Custom Links for each channel • Facebook Ads (Channel) ◦ Need access to manage Facebook Group • Host community events ◦ Hackathons ◦ Tech Job Fairs ◦ Craft Shows

Action items

- ✓ Jessee Maloney will reach out to Loudoun Now, work on Landing page and custom links for tracking
- ✓ Scott Newman will reach out to Loudoun Times-Mirror, post minutes
- ✓ user-eefcb will work with scheduling committee to get more classes posted, submit landing page request, research Facebook Group access
- ✓ Julien Tricheaux will research Hackathon opportunities