

# 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?		<ul style="list-style-type: none"><li>• Attract new members (Goal)</li><li>• Attract students for classes (Channel for achieving goal)<ul style="list-style-type: none"><li>◦ Have instructors give tours as part of their class</li><li>◦ Illustrator class (Kenzie and Julien)</li></ul></li><li>• Corporate<ul style="list-style-type: none"><li>◦ Membership</li><li>◦ Sponsorship</li><li>◦ Collaboration</li></ul></li><li>• Post digital flyers on Social Media (Channel)</li><li>• Local Newspapers (Channel)<ul style="list-style-type: none"><li>◦ Loudoun Now</li><li>◦ Loudoun Times-Mirror</li><li>◦ Publicize Monthly Member Meetings and Classes</li></ul></li><li>• Target territory is Loudoun County/40 minute radius?</li><li>• Capture Channel effectiveness<ul style="list-style-type: none"><li>◦ Custom Links for each channel</li></ul></li><li>• Facebook Ads (Channel)<ul style="list-style-type: none"><li>◦ Need access to manage Facebook Group</li></ul></li><li>• Host community events<ul style="list-style-type: none"><li>◦ Hackathons</li><li>◦ Tech Job Fairs</li><li>◦ Craft Shows</li></ul></li></ul>

## 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