

# 2021-11-14 Meeting notes

## Date

14 Nov 2021 7:00PM-8:10PM

## Attendees

- Bill Wotowiec -
- [Bryan Boston](#) -
- Chuck Whitacre - Present
- David Bock - excused
- [Jessee Maloney](#) -
- [user-eefcb](#) - Present
- [John Dubelko](#) - Present
- [Jonathan White](#)
- Julien Tricheaux -
- [Scott Newman](#) - Present

## Goals

## Discussion items

Time	Item	Who	Notes
	Approve previous meeting minutes		<ul style="list-style-type: none"><li>• Accepted as presented</li></ul>
	New Chair		<ul style="list-style-type: none"><li>• Chuck Whitacre - Board Approved for Chair at 10 27 Board meeting - Welcome and thank you Chuck!</li></ul>
	Curriculum Committee		A curriculum committee was discussed at the October meeting. Updates? Some traffic recommending that be a subcommittee under Scheduling Committee. Marketing Committee will support.
	Analytics review		Jessee and Jonathan - No presentation
	Hackathon update		No news
	Slack Channel		Should we thin out unused Slack channels? Does Marketing/Social Media subcommittee take over management? IT Committee?
	Flyers/Brochures		<ul style="list-style-type: none"><li>• We should undertake an effort to review the entire thing with a marketing eye, and determine if any additional changes are required. Suggestions include:<ul style="list-style-type: none"><li>◦ Ceramics - change to Ceramics and Glass ? (Glass limited to slumping and fusing I know, but glass work of this type is quite popular.)</li><li>◦ Any chance we could add a blurb about Blacksmithing? It seems to be real popular and a big draw. - Jim?</li><li>◦ Combine Metal Shop, Welding, and Blacksmithing into one section? - Jim?</li><li>◦ The three things that were effective about the brochures at the Bluemont Fair were the Open Houses, the maps, and the membership information. The one question we got repeatedly was about classes.</li><li>◦ Add Open House Hours to our directional/map cards</li><li>◦ Frame Shop?</li><li>◦ Other ideas? Specialized area brochures or web sub-pages with images? Jessee? Website subcommittee discussion?</li></ul></li><li>• This can be a future item, just getting it on the radar here.</li></ul>
	Demo Days/Monthly Open Houses/Fairs/Community Activities		<ul style="list-style-type: none"><li>• September was good, October was not. Promote on Facebook? Other promotion ideas.</li><li>• Mitre event</li></ul>
	Makersmiths in a box		<ul style="list-style-type: none"><li>• Leather logo needs to be sewn back on to tablecloth</li></ul>

Marketing email collection and distribution		<ul style="list-style-type: none"> <li>• What should we do with WaiverForever info <ul style="list-style-type: none"> <li>◦ Add to WA? We are currently at 1562/2000 contacts allowed in our subscription</li> <li>◦ Follow up effort?</li> <li>◦ Enter info from manual waivers to Waiver Forever? <ul style="list-style-type: none"> <li>▪ Is this allowed/legit?</li> <li>▪ Do we allow manual waivers?</li> <li>▪ We require all members to have a current WaiverForever entry.</li> </ul> </li> <li>◦ Do we actually require Waivers for Tours/Open Houses? Do we actually require contact info for tours /open houses? Classes? What will we do with this info? <ul style="list-style-type: none"> <li>▪ Contacts subscription form? What is the difference then between Contacts and Guest Subscribers?</li> </ul> </li> <li>◦ Hand out cards/flyers at open houses inviting people to take the next step and sign up for Guest Subscription or a Membership?</li> <li>◦ Do we have Waivers for all members? Can we make this part of the sign-up process?</li> <li>◦ Clean up the Wild Apricot data and archive the unsubscribed members to reduce our contact usage.</li> <li>◦ Do we send too many emails? Should we have a weekly summary email to Guests, rather than all the individual Event Announcements.</li> </ul> </li> </ul>
Style and Branding Guide review /update		<ul style="list-style-type: none"> <li>• This is a future project that I wanted to add to the Round Tuit list.</li> </ul>
Marketing Gift Memberships		Via Social Media, website. Updates?
Marketing Committee Budget		\$1200 requested
Sponsor Tracking/Appreciation Ideas		<ul style="list-style-type: none"> <li>• Lowe's/Home Depot/Elegoo/Lincoln Electric/DeWalt/Stanley/PorterCable/Black&amp;Decker</li> <li>• Wall of Appreciation?</li> </ul>
Brainstorming		<p>Intro marketing Brain Storm - your thoughts, ideas, and experiences in marketing activities that apply to our core objectives - Building Membership, Community Awareness, Sponsors and additional revenue opportunities.</p> <ul style="list-style-type: none"> <li>• Jim - We have a story to tell to HR departments about Quality of Life for employees</li> <li>• John - Pat Scannell may have ideas</li> </ul>
Schedule next meeting		<ul style="list-style-type: none"> <li>• Would normally be on the Second Sunday BEFORE Board meetings at 7:00PM. For next month that would be Sunday, December 19 at 7PM.</li> </ul>

## Action items

