



Agenda

Marketing Committee Meeting

September 6, 2017

1:00– 3:00 CST

UWF, Ft Walton Bch Campus

Bldg 1 Room 126

1170 Martin Luther King Jr Blvd, Fort Walton Beach, FL 32547

I. **WELCOME:** Dee welcomed BJ Mitchell, Daniel Krug, Nicole Gislason, Ben Shuman, Lance Cook and Cindy Anderson

II. **Topics for discussion and next steps:**

- Dee let everyone know the Board of Directors approved a tall banner, booth backdrop and tablecloth not to exceed \$4,000 – Dee had print outs of several styles for the committee to choose from. Nicole suggested she could use at the museum of commerce where the new technology area was being set up when the banner was not in use. Everyone agreed that was a great idea. The group ultimately decided on the nine-panel backdrop and possibly have panels be interchangeable. **See attached sketch** of final layout of nine panels
- Handouts/Rack cards – Dee provided the mock-up of the handouts for the group to see and Cindy let everyone know she had the box of cards in the car and asked anyone who desired them to just let her know
- The Board of Directors also approved the remainder of the year contract with Lance Cook for social media work – Lance is asking us to please share and comment to allow the growing of the “friends”. He also mentioned he had some new tricks for targeting certain audiences and he would share this as he got ready to implement
- Tee Shirt Pilot Project underway – Dee had a sample print out of a tee shirt with NWFLMFC and other logos and asked for ideas for the printing. Much discussion revolved around making it simple and just buying the shirts for all the students the same in NWFL to allowing the students to design and fundraise for their own class shirts. Dee will discuss with the Board, however the conversation leaned toward making the shirts the same across NWFL and have Cindy ask MSSC, Amatrol, etc. for sponsorships to aid the Council in lowering the cost.
- Website Update – Nicole provided an overview of the new website which everyone was pleased.



- Industry Day Update – All who attended agreed the Industry Day hosted by TeCMEN was a huge success and we will be participating next year
- Assistance for Press Release Distribution – Cindy mentioned the Council is currently providing a monthly newsletter with the assistance of UWF, website, Lance has the social media, email for distribution. Still would like help to send press releases to the press.

2. Preparation for Presentation for October 19 Annual Membership Meeting. Cindy and Dee will discuss who will give the update at the October meeting.

3. Next Meeting – November 28, 2017 3:00 UWF, this meeting will be in conjunction with the FORWARD Talent Committee. UWF will send invitation and cancel the previously scheduled December 6 meeting.