



Minutes  
Marketing Committee Meeting  
June 7, 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

1. **Welcome and introductions:** Dee Setzer, Fort Walton Machining welcomed Nicole Gislason, Wayne Henson, Ben Shuman, Steve Harrell, John DiGiacomo and Cindy Anderson
2. **Updates:**
  - Banners: Dee suggested Vista Print for an \$80 retractable banner. Dee has the various events and dates. The Marketing Committee will recommend to **the BOD to request \$ “not to exceed \$10k for 4 vertical, 4 horizontal and one booth set up. Cindy to design for Dee’s review prior to approval and order. Steve has POC at Fast Signs in P’cola (Peggy) for fold up booth**
  - Social Media – Dee provided a report from Lance Cook on the social media and will have Lance make a report on progress of social media and develop a FB Tip Sheet. All agreed he was making a difference
  - Tee shirts – **NTE \$10K** all manufacturers, proudly supporting STEM FB Twitter icons
  - Awards – Nicole has language, each of the manufacturing program – Manufacturing Student of the Year and one for the school - Hall of Fame made to look manufacturingish. Dee to get with something to go on a plaque. Dee to get cost for the class room and student water jetting.
  - Tours – Cindy
    - Student tours to manufacturers
    - Manufacturers into classrooms
    - Students into Post-secondary programs
    - Career Source into class rooms
  - Job posting on the website – Nicole
  - Infographic cards – UWF to design the original infographic, purchase for mailouts for meetings and **Council will fund the additional printing** for handouts at events
  - Website is on schedule and will be rolled out early July
  - Steve offered some suggestions on marketing to students. He will send out the suggestions for discussions at next meeting.



3. **Preparation for Presentation for July 20 General Membership Meeting** – Dee and Cindy will develop a few ppt slides for the meeting.
4. **Next Meeting:** September 6, 2017 1:00 pm