

USMS CONVENTION – Greensboro, NC - 2005

Committee Name: **Marketing Committee**

Session # (if more than one meeting): 2 of 2

Comte. report #:

24

Minutes recorded by: Nadine KM Day Date/time of this meeting: Friday, September 16, 2005,

ACTION ITEMS - PROPOSED EXPENDITURES

1. **MSA to produce a quantity of not more than 3000 Planners for 2006**
2. **MSA competition for LMSC membership growth in 2006. Award to be convention funding for 2007 (see below).**

ACTION ITEMS - OTHER

1. MSA to USMS will produce 3,000 Planner for 2006.
2. Marketing will assist with obtaining ads for the Rule Book.
3. Establish a measuring tool to determine the effectiveness of the presentation of USMS
4. Membership Campaign at the LMSC level will take place November 1, 2005 thru December 31, 2006. The LMSC that increases it's membership by the largest percentage will be awarded ONE delegate's expenses to the 2007 convention to include registration, coach airfare, and ½ hotel room.

Committee Chair: Doug Garcia Vice Chair(s): Connie Barrett

Number of committee members present: 10 Absent: 10 Number of other delegates at this meeting: 18

Committee members present: Doug Garcia, Connie Barrett, Nancy Rossetti, Randy Crutchfield, Dave Oplinger, Kenton Rush Jones, Susan Ehringer, Tom Hindle, Nadine Day, Ray Novitske

MINUTES

The meeting was called to order at: 6:15 pm by Doug Garcia

SESSION 2:

1. Discussion of USMS Planner-
Motion: Cease production of Planner unless there is a sponsor to defry the cost. Vote: FAIL
Discussion took place that expressed both sides-previously utilized a survey showed that Planners were not utilized. However approximately 2 years ago, Planner was ceased and there was an out-cry for the Planner and Planner was resumed.
Motion: Decrease publication quality by 50%. Vote: Fail
Friendly Amendment: Adjust the quantity order based on the National office inventory. Vote: Fail
MSA 1: USMS will produce 3000 Planner for 2006. Vote: Pass with Amendment
Discussion to use National office ordering and reserves amounts, and charging the member for the Planner. Further discussion on other merchandise to advertise USMS, LMSC. The Planner does not advertise USMS. The Planner is an internal marketing not external marketing.
2. Publication/Rule Book has requested Marketing to help sell add space for the Rule Book. Discussed relationship of national sponsors advertised in the Rule Book and finding other advertisers for the Rule Book. It was determined that advertising in the Rule Book was not a good sell to potential advertisers and potential sponsors. Discussion was held about competing sponsors and it was suggested that we centralize the sponsorship and advertising functions.
Work with Mel Goldstein for sponsorship opportunities.
Create a subcommittee within Marketing to coordinate with Publications for ads in the Rule Book. Because committee assignments will not be known until after convention, it was premature to create this committee.
3. Budget: Doug presented the budget that was submitted, and noted that he will explain the various items to the Finance Committee tomorrow.
\$15,000.00 copy writing, assist with press releases
\$450.00 conference calls
\$110 convention
\$150.00 Postage for distributing brochures
\$6,000.00 Reprinting Brochures

\$5,000.00 Travel for Promotions for i.e. NIRSA, National Parks and Rec, YMCA, trade show

Discussion of evaluation of representatives at these Conventions, Clinics, Presentations and Display.
Establish a measuring tool to determine the effectiveness of the presentation of USMS.

Proposal: When the display is checked out, capturing data on the marketing database to determine the effectiveness of the tool being used. Another suggestion, business card and the get a cap.

Proposal of brainstorming:

Collect ideas to establish tools to go with the display to determine effectiveness.

4. Concept of Press Releases: Ray Novitske
 - a. Contacted people from April to November, we received 4 out of 6 press releases for deadline. The ones that were received were weak in terms of relevant content to external entities.
 - b. The results of this activity were unknown.
 - c. The committee discussed the need to develop a better procedure producing and distributing information to the press.
 - d. Collaborate with communication committee for writing press releases.
 - e. Part-time contractor to assist with copywriter.
5. **MSA The Marketing Committee will sponsor a membership campaign competition at the LMSC level taking place starting November 1, 2005 thru December 31, 2006. The LMSC that increases it's membership by the largest percentage will be awarded ONE delegate's expenses to the 2007 convention to including convention registration, coach airfare, and ½ hotel room.**

The meeting was adjourned at: 6:40 pm

TASKS FOR THE UPCOMING YEAR

See marketing strategic plans.