

July 18, 2016
SECA Marketing Committee Meeting

Members present:

Tina Scott, SECA Executive Director
Jennifer Hogan (CMS)
Susan Caimi, Marketing Chair
Tom Dede, DOIT
Charlie Gibbons, DOC
Michelle Silver, DNR
Lenore Roth, Aging
Gail Hankins, SUCSS
Renee Tabor, Global Impact
Lizzy Selzer, Community Health Charities
Jessica Becker, United Way

Committee Chair, Susan Caimi opened the meeting at 10:04 A.M.

Gail Hankins made a motion to approve the meeting notes from July 6, 2016 with one change - Tom Dede is officially from the new DOIT agency. Tom Dede seconded. All approved.

It was suggested that we add information about the new agency DOIT to the training guide. For this year, these employees will stay housed in their current agency and with their current payroll.

Jen Hogan passed out the Agenda for Aug 3 Training and Award Ceremony with the list of award winners.

Jen also passed out the quotes that will be listed in the calendar and one or two quotes may need to be changed due to inappropriate content for SECA.

Jen announced that the calendar needed to be completed and sent in today. Each month a Federation will be featured. Important dates will be included and a letter from the Board will also be included. The cover will be the SECA booklet cover.

Tina will check with Jennifer Varner/Kelly regarding the logistics for placement of tables in the auditorium and for an IT person to help us get set up. The charities will be set up inside the auditorium. The door prize table will be set up off to the side to alleviate interruptions. Registration table and Drawing table will be just outside the door.

Tina and Jen are reviewing and working on the invitations and this with RSVP will go out today.

Tom Dede is working on the video for the morning during registration and breakfast.

Jessica Becker would like to see the Best Practices for the Charity Fairs put in the Training Manual.

Lenore is working on the power point and she, Tina and Jen Hogan will work on breaking this up with whoever is speaking.

Tina and Jen will be ordering the plaques once we have all of the awardees figured out.

Most Creative Fund Raiser Award: Out of about 13 nominees, we voted on the following three:

Pie in the Face

Candy Grams

Bingo

These three nominations will go to the Board for voting. We should have the winner by Wednesday, July 20.

Lizzy suggested in addition to the plaque that the agency will get for this award, we could get a trophy of some sort that would be passed on each year to the new winner.

Charity Give Aways and drawing gifts –we will wait to see what comes in and if we find we need to purchase gift cards for the drawings we will get them on Aug 2.

Caterers – we need a headcount by July 25. We did add an extra cookie tray. There will be a server. Susan will give caterers Jennifer Varner's cell number for contact.

We discussed how to place ambassadors at tables so there is a minimum of movement for the breakout session. We will put a colored dot on the name tag to identify ambassadors by size of their agency. For instance, agencies in Division 1 and 2 would have a red dot and their corresponding table will have a red marker of some kind on or near the table so they know where they should go for the breakout.

Supply list:

Michelle Silver

Bowl for drawing

Bowl for ice

Tongs

Pitchers

Cooler

Tina

6-7 gallons of water

Cups

Candy for the tables

Lizzy and Renee:

Goody Bags

We discussed Coaching calls and Renee Tabor will facilitate these calls. One will be scheduled August 24 (pre-campaign), Sept 28 (midway through the campaign) and Nov.2 (last day of campaign). Tina will host the calls. The idea behind these calls is to engage Ambassadors who may not feel comfortable asking questions during training and for issues that come up during the campaign that Ambassadors are not sure who or how to ask about. This is just another means of support for our Ambassadors.

Tom made a motion to end this meeting at 11:23 and Michelle Silver seconded.

We will not have a Marketing Meeting before Aug 3.

