

Marketing Committee Agenda

February 21st, 2019

5pm-6pm

Conference Call #: 515-604-9984

Access Code: 827308

1. Welcome 5 min
2. Approval of Minutes 5 min
 - January minutes were emailed out previously
3. Presentation from Christine Dutton, Social Media Consulting 30 min
Christine will offer insight on:

Necessity of FB presence (incl. relationship to website)

Benefits & Power of FB

Right-sizing to your needs

Current Facebook issues w/HVES pages

4. Spring Fundraising Discussion 10 min
Should we do some sort of Spring small dollar fundraiser (not an event)
5. New Business 10 min
 - Committee members are welcome to bring up any new business for discussion at the next meeting
 - Next meeting likely topics: social media marketing & fundraising, Keys to Aging Well 2019 date
6. Adjourn

Chair's recommendations for the Committee's 2019 Spring/Summer goals:

1. Continue Marketing Minute at monthly Board Meetings
2. Engage Agency and Board in a Spring small dollar fundraiser
3. Plan 2nd annual Keys to Aging Well Expo
4. Assist the agency in developing a Marketing Plan including expanding social media presence and reviewing marketing material.