Marketing, Media, Web Committee Meeting

Meeting Minutes – June 19, 2017

Meeting opened at 5:05pm

Attendees: Walt Stein, Sonny Goldbaum, Jennifer Middlemore, Wes Daggett, Lisa Phelan

Walt opened meeting welcoming Jennifer Middlemore from Cumulus Media as a member of the committee.

Walt made sure that everyone had a copy of the agenda, Subcommittee Report Document to be submitted to the board along with an updated project report.

Walt started by expressing HOPE's need to build a stronger marketing presence in Central New York, but keeping in mind that we also run on a budget that does not allow for expensive marketing cost.

The first topic focused extensively on the upcoming Run/Walk event as being the second largest fundraiser of the year for HOPE. Walt mentioned the need for making the community more aware in an effort to grow the number of participants from our average 500 to 700 this year.

Jennifer mentioned that she will see if we could appear on Street Talk with Ted & Amy. Walt mentioned that a previous committee member spoke twice on their program and that Ted & Amy were celebrity bartenders at a fundraising event held at UNO's in Destiny USA to kick off our Run/Walk last year. Jennifer will also check on doing PSA's with 4 of Cumulus Radio Stations made up 93q, 95X, 105.9 Rebel and The Score 1260 AM. Walt mentioned that Diane DiCarlo a member of the Run/Walk Committee is also reaching out to radio stations. Walt will contact Diane for list of who she has contacted for Jennifer.

Sonny mention Ad Manager on Facebook and offered to boost our posting. Per Sonny's request Walt will send him the Run/Walk event logo, pictures from previous year Run/Walks along with details about this year's event.

Sonny mentioned that we should consider posting on the Syracuse.com event calendar. Walt will do it this week.

Walt spoke of his conversation with Mark Klenz from the Catholic Sun about doing a trade-off. The Catholic Sun will publish an ad for the Run/Walk and we will list them as a Media Sponsor. The Catholic Sun reaches out to Catholics from Oswego south to the PA state line, east to Oneida County.

Walt mentioned that he mailed out 19 letters to local businesses in the Syracuse Area seeking out Corporate Sponsors for the event this year and will follow up this week with a phone call. Jennifer mentioned that she has a couple of different contacts that she could speak that may have an interest in sponsoring. Walt will send her a copy of his list so that we don't duplicate efforts.

Walt also laid out some of the things that he would like to work on as a committee:

- Developing a Publicity Timeline for all of HOPE events.
- Seeking out funding that my assist HOPE with publicity cost.
- Having a team that works publicizing events at HOPE.
- Discussed the committee working on developing a Marketing Plan for HOPE.

Walt also discussed that he would like to work with Jeff Pack (Board Member) and Julie Billings from the Association for Fundraising Professionals in putting together a “Leave a Legacy” program for HOPE.

The group will meet again in Mid-July. Walt will set date this week.

Meeting closed at 6:05.