

Marketing Committee Minutes: October 10, 2017

In attendance: Chris Pye, Julie Souza, Joanna Kunicki,

Thanks to everyone who participated in last week's marketing committee meeting. Below please see a brief recap of what was discussed as well as some suggested dates for our Marketing Committee meetings through the end of the year. Please respond with what dates work best.

Director of Marketing

- Joanna's last day is 10/18 but she has expressed a willingness to work remotely on some transition issues and current projects.
- Interim solutions- temporary use of marketing consultant firms and criteria for a new Director of Marketing to be discussed at Board Retreat.
- Reach out to other Board members to help on the Marketing Committee temporarily.
- Combined resources of the Development Committee and Marketing Committee on a temporary basis.

Annual Appeal

- The mailing went out on 9/25 and as of last week's meeting \$30k has been received in response. Britani also mentioned \$90k in commitments from the Board of Directors.
- Social media and email campaign to launch today, 10/17.

Events

- The announcement on the website and mailing for the 7th and 8th Grade Holiday Dance scheduled for 12/1/17 went out and as of the meeting, 102 tickets out of 400 were sold.
- The team decided to give the purchaser or donor the choice to pay the transaction cost or not. This is on a go forward basis so that people who have already purchased tickets are not disadvantaged.

75 Year Celebration

- Blues Traveler at The Capital Theater (unofficially confirmed), late Jan or early Feb.
- The Carver Gala Celebration, Greenwich Hyatt 4/21/18, send out save the date.
- Community Event, to be held at The Carver Center, date TBD, June 2018.

Digital Content

- Poolside chats with Joe – The goal would be to make a series of short videos that cover a variety of topics surrounding Carver, the local community and or updates about Carver's clients.
- 75th Year Celebration video compilation that would be in conjunction with the countdown campaign.
- The action point is for Chris Pye to reach out to Taryn Grimes-Herbert and ask for her help in teaching some of the staff and students how to produce short films that will be accessed via the website. Second, Joe Montesano to work on content and messaging for the series of short videos.

Suggested dates for the Marketing Committee meetings through calendar year end.

-November – 11/6 through 11/8 look good. Keep in mind that Board Retreat is on 11/1 and the next Board meeting is on 11/14.

-December – 12/5 & 12/6 or 12/12 & 12/13 look good.