

Standardized Committee Meeting/Report Template

Marketing and Outreach Committee

Date and type of meeting: 03/18/2022 via Zoom

Members (Present and Absent): Jennifer Carmichael, Jackie Kelly, Kent Butterfield, Melinda Crawl- Marketing Director, Asa Morin, COO/ CCO

Meeting start (convening) time: 1PM

Strategic Goal(s) addressed:

- Improve Communication
- Increase Collaboration

Contents and summary of discussions:

Melinda provided an update on various items and promotions she has worked on since our last meeting such as the Veterans Summit, 50+ Expo in Burlington. Parade in Rutland – Loyalty Day Parade Late to put a float in. They did say we could hang a banner

Did reach out to the WEQX 102.7 FM where they do highlight different businesses and organizations and looking into being spotlighted in May only about \$500.

Agency that suggested a few things that they should go: the Tunbridge fair there is a bigger foot traffic and throwback fair to what they used to be but pretty big. Eastern side of Vermont further north and east 20-25 miles from NH

Administration is trying to bring back events to the grounds. Fishing Derby will be families and veterans. - not publicize it due to COVID precautions.

Planning to do the Car Show and is getting word out.

Budget

Ms. Carmichael requested that Ms. Crawl discuss her preliminary plans for the budget. Ms. Crawl noted that she has about \$36000 starting in July to work with. General discussion was held on areas where expenditures would be made. Ms. Crawl noted that she was tentatively planning the following (rough estimates):

\$4000 in giveaways and promotional items.

\$5000 Events/ \$5000 Print

3K in radio and 3K in misc public announcements

\$10K in left over to work with.

Discussion was held about how to spend the additional dollars in the year to upgrade marketing materials and promotional items to provide to our family members and public as giveaways. More planning will be done on this as Ms. Crowl brainstorms more ideas.

Held discussion around various apparel related items and noted that company that VVH was using went out of business. Asa noted that Bennington Sports and Graphics might be a good option to investigate on this further.

Discussed looking into some magazines that the forces have around -- National shout outs through the national marines good person to ask would be Director Peter Niles.

Other issues/concerns addressed (if necessary):

Everything is getting better with COVID. Still taking precautions but morale seems to be improving as activities are picking up.

Mr. Butterfield asked about admissions Melinda said we are at about one a week 90/ 7 in dom. 97 total. Kent is there an effort to increase--- we as admission team we do put that forth every week. Melinda still assisting with admissions still. Co-worker is off every Friday and she works remote.

Findings and Recommendations (if any):

- Ms. Crowl to begin looking for additional marketing items to provide at admissions or events. Ms. Carmichael also suggested checking with Yeti as they may have good corporate deals and support Veterans.
- Ms. Crowl to follow up with Melissa and Ms. Morin about Bennington Brew Fest to see if it is a partnership we can pursue. Discussion was held about the pros and cons of doing this as the event is associated with alcohol.

Attachments (as required): **None**

Next Meeting Agenda Items: **TBD**

Meeting end time (adjournment): 1:47 PM

Committee Chair (Signed and Dated)

Jennifer Carmichael 03/22/2022