**GGI Marketing Committee**

February 18, 2016

Present: Casey Bartels, Mary Berlie, Tonja Brown, Cindy Johnson, Tammy Morris, Don Smith, Wendy Meyer-Schmidt, Shaun Schleif, Nikki Stoltenberg, Jack Shear and Tammy Slater,

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1:33 p.m. Meeting Commenced

INTRODUCTIONS.

AGENDA: Any additions or revisions?

* None.

Tammy restated that the internal and external marketing committees have been merged into this committee.

Action item: Assign tasks

Getting the message out

* Members of this group also serve on several committees.
* Important that we get an understanding of what is happening out to the community
* Stress WHY GGI is important to each person – make it personal
* Utilize different marketing venues.

Marketing strategies:

* Mission Statement introduced as approved by Executive Committee (handout).
* A GGI color trifold Brochure is ready; Casey Bartels is bringing copies for everyone.
* *Talking Points* – for use when someone asks you about what GGI is, use these (handout). Are they effective?
	+ The GGI executive committee works the five pillars approach to growth (Existing Businesses, Entrepreneurs, Image, Workforce and Community Assets) but the general public lives in a more specific world, less esoteric. **Do** the talking points developed for use with the general public meet the general public’s need – do they make sense in this context?
	+ Discussion and wordsmithing enthused.
	+ *See* Potential Talking Points edited per committee’s suggestions, and the original with edits in blue (attached at bottom of minutes).

Specific Marketing strategies:

* Important as we move forward: As individuals undertake/complete activities, we need to meet to work together and update each other on activities and progress.

ACTION ITEMS

***Marketing Strategies* (Handout)**

Activities that have been talked about, internal and external, now need ownership with action

What is already underway or in place?

* GGI Webpage (maintained by Chamber) <http://growgrandisland.com/>
* Social Media: Twitter and Face Book ( Nikki )
* Standing OpEd piece in the Independent.
* Logo
* KRGI AM piece

Working from the *Marketing Strategies* handout, for example, Nikki needs help with social media. She worked with a consultant for a long range plan and a past consultant writes social media scripts – what is needed now.

* Under website maintenance action step 1 -- Assign someone as contact to ask them to link to [www.growgrandisland.com](http://www.growgrandisland.com) – Set a deadline and get going
* Jack – would be willing to help with Advertising Strategy.
* Nikki and Cindy are close to finalizing funding source – comprehensive marketing plan would be well received!
* Shaun will take care of media contacts and he will get Roscoe (sp?) involved.
	+ Shaun needs an overview of what’s coming up – what is taking place and what is already happening.
	+ Nikki will keep Shaun informed on what will be on the morning AM radio show.
	+ Nikki says they are somewhat organized with twice a month Independent articles.
* Don says there will be space in The Independent to let people know what is being done.
	+ Jack – we need to get the news out when things are **about to happen** – be current.
	+ Nikki – we have great stories but we haven’t told the public about the successes.
* Need to get everyone informed; put PowerPoint together for Rotary/service clubs.
* No press releases have been done -- would be great to schedule quarterly or every other month.
	+ GGI Power PP
* Consensus: Merge General Media Responsibilities with Newspaper articles (pages 6 and 7)
* Merge with pages 5—12
* Casey and Nikki will meet to plan three to four months ahead for radio and newspaper campaign.

**Explore marketing tactics (**page two) of handout *Marketing Strategies*.

* Nikki met with a consulting firm and is awaiting for a bid from them.
	+ Tammy suggested work with UNK marketing department re using survey as class work,
* Cindy – making contact with the schools – this will be added to the list

**Educate Elected Officials**

* Recognized as different skill sets
* Should we consider creating and maintaining smart phone app?
	+ Consensus – this creates a lot of work and time on an ongoing basis for little return.
	+ Shelve or delete task/idea.
* Consensus: Shelve snap chat; use resources elsewhere.
* Social medial – needs to be a combination of timely posts – what’s happening now! And bigger picture education.
* Develop and schedule service club presentation
	+ Tammy & Mary will start making phone calls and get us on list.
	+ Effectively creating a speaker’s bureau -- get GGI onto the rotation, use PowerPoint.
* Jeremy Watson with city will put education video from 30 se to two minutes (Jerry Watson will start writing, Nikki and Wendy will follow up).
* Need to create a calendar of events – where it should go?
	+ GGI is only a committee; would calendar be part of community marketing?
	+ A public calendar would be great tool, but a monster to maintain.
	+ Consensus to keep only meetings on GGI calendar – but Nikki could add things to it. Still internal. IBI assessment.
	+ Nikki indicated she was not sure where a community calendar of events rest?
		- Possibly as part of external marketing [www.grand-island.com](http://www.grand-island.com) – Event Calendar?
			* Target 3rd quarter 2016
* **Need a strategy for communication between GGI groups and committees**
	+ GGI Parts need to know what others are doing.
	+ Even an e-newsletter with upcoming event, meetings, etc.
	+ E-newsletter – Don says Chamber could take this on; Anyone involved in GGI would get the newsletter – 600—700 email address – EXPLORE MARKETING TACTICS
* E-BLASTS – add to advertising

**Working groups:**

* **Sean, Cindy and Nikki will meet (**Advertising)
* **Mary and Tammy will meet (**Develop and schedule service club circuit presentation)

**Public Events**: Staging events in community – Beth Frerichs is interested.

* Attend events already planned where we can participate with booth or off the wall activities;
* When you appeal to employers, employees probably are willing to help.
* Spread the ownership around.
* Nikki will call Beth and get that set up
* GGI should be part of Go Big Give – we can receive donations – but be sensitive to individual GGI committee members businesses also being part of Go Big Give. Avoid conflict of interest.

**Handout *Marketing Strategies* will be updated and sent to all members (updated copy attached).**

**Food and beverage occupation tax and proposal**

Mary and Cindy presented information on the Food and Beverage Occupation Tax and Proposal that will be on the ballot May 10, 2016.

* Originated in 2008 for State Fair funding; since then state law changed to require approval by vote of people. Vote will be to Continue or renew current food and beverage tax and add alcohol tax for 15% additions
* Chamber as advocate for food and beverage tax ballot issue on 5/10/16
* Handed out fact sheets and ballot language – marketing cte established to spread the word about spread the pennies campaign.
* Timeline to May 5 –
	+ Need to instill an urgency – note significant deadlines
	+ Formal kickoff on 3/15 – press event – tradition or more dynamic.
	+ PENNIES FOR PROGRESS (P4P)
* Hope that GGI this group will help with writing letters to the editor – start a campaign publishing three letters per week, running up to the Election Day. Have four co-chairs for P4P committee.

* The current tax sunsets when obligation for tax is completed – debt on community field house scheduled to be paid off July 2017 – but we can pay it off early, if the initiative is successful, and then the tax is perpetual unless repealed. You can’t take the funding source away when there is indebtedness.

* Discussion ensued on ballot language and what the money could actually be spent for in the future.
	+ At the end of the day, this is a city of occupation tax and the funds could be earmarked otherwise, but the way it is written, a portion is to go to GGI projects
	+ First item will be State Fair Grounds –
	+ Different opinions from different people how much is coming from outside of GI
* Another local tax? Cindy no – it is a shared tax – inside and outside of GI Food and beverage and sales tax
* Wendy—asked for volunteers from GGI marketing group to help with P4P (contact Mary)
* Need to be marketing GGI NOW to prep for P4P

NEXT Meeting – March 22, 2016, 1:15 p.m. at Goodwill. Come prepared to report on your progress

POTENTIAL TALKING POINTS

Revised 2/18/2016

Maintain a business climate that supports the growth of existing business.

* Encouraging and supporting entrepreneurs with assistance and nurturing.
* Enhancing the community's image and marketing efforts to support business and attract talent.
* Promoting workforce sustainability through education and skill development to meet local employer needs.
* Developing and enhancing community assets - facilities, amenities, etc. - that appeal to existing individuals and families.