



# WACOSA Marketing Committee

## Meeting Minutes

Date: 08/09/2023

In Attendance: Laura Krueger, Lana Ruley, Nancy Betts, Ann Kennedy

### 1. Review KPIs

- a. DocuShred
  - i. 77 quotes
  - ii. 33 New Shred Agreements
- b. In-House Work
  - i. 147 quotes
  - ii. 23 new quotes
  - iii. 16 new jobs
  - iv. 1 new customer

### 2. WACOSA 60<sup>th</sup> Anniversary Event

- a. Review highlights from the event & money raised
- b. Nice large crowd
- c. Discussed pros and cons of the venue
- d. No decision on next year, the development committee & admin team will be working on what the venue will be, and when
- e. Marketing committee will suggest to the development committee that the large turnout to the event can be used as a bargaining chip with vendors for next year's venue.

### 3. Stearns History Museum presentation

- a. Ann Kennedy, Mike Nichols, and Becky Staneart presented to the Stearns History Museum's Breakfast Club. History of disability and WACOSA.

### 4. APH Fundraiser

- a. Discussed how the event went and the amazing generosity of APH, the Bartlett family, and the APH Supplier Family.
- b. Explained that the APH Fundraiser is a private, yearlong, fundraiser and that WACOSA is the beneficiary of the funds. This is not a WACOSA-sponsored event.

### 5. Budgeted price increases

- a. Discussed Price increases in ThriftWorks!, DocuShred, and in-house work
  - i. Budgeted price increases for 2023 completed
    - 1. Reaction from customers mixed, but overall lost very few customers in shred and none in in-house work.

### 6. Upcoming

- a. Ann will be working with the WACOSA team on the next newsletter
- b. Final website transition is almost complete

- c. Ann's digital marketing certification courses are going well
  - i. Looking forward to completion so blogs can be added in a productive manner for WACOSA
  - ii. Working on DocuShred campaign