



WACOSA Marketing Committee

Meeting Minutes

Date: 04/24/2023

In Attendance: Laura Krueger, Ann Kennedy, Matt DesJardins, Jeron Rennie, Nancy Betts

KPI

- DocuShred –
 - 55 quotes
- In-House Production
 - 73 Quotes
 - 16 New Quotes
 - 0 New Customers
 - 8 New Jobs

Sales

- 23% increase in ThriftWorks! sales (Numbers through March)
- 17.5% increase in DocuShred sales (numbers through March)
 - Combination of price increases, efficiencies, and marketing
- Influx of new in-house opportunities.
 - Some won, some pending, one lost due to price, and one we couldn't meet rush timeline.
- Increased use of tools and procedures available in NetSuite
- In-house work meeting every two weeks – will move to monthly
- May and June will see annual price increases for in-house customers
- Discussion of the impact of the Operations Manager and Development Manager leaving
 - Internal conversations regarding the status of the Development Manager, and then Nancy will report to information when available. Dan Donabauer replaced a large part of the job held by the Operations Manager.

Marketing

- Spring/Summer newsletter nearing completion – then off to design
- Annual Report nearing completion
- Meeting set up with new HR Manager, Lynette Nicholson, to discuss her goals and current marketing efforts
- Event Fundraising Marketing:
 - Sal's Fish and Chicken Strip Fry & Meat Raffle – Sal's Bar, St. Joseph, Friday, May 17th 4-7pm

- Empowered Stars Present: BEANS! A Granite City Sing-Along, Thursday, June 27th 10:30am. Paramount Center of the Arts.
 - This is officially the Kick-Off for St. Cloud's Granite City Days!!
- WACOSA Night at the Rox – Joe Faber Field, St. Cloud, Friday, July 26th from 7-9pm
- WACOSA's 2024 Bash – Moose Lodge, Waite Park, Saturday, September 14th from 3-6 pm

Ways to help:

- Spread the news about upcoming events
- When the time comes, help establish 2024 media packet for the WACOSA 2024 Bash
 - Sponsorships – Personal/Professional
 - Sponsor info available at www.wacosa.org/sponsor
- Google Ads/Google Grants
 - None of the committee, or staff have great knowledge in this area. Ann will continue to work on educating self on Google Grants, and committee will keep ears open for potential people who might help.