



# WACOSA Marketing Committee

## Meeting Minutes

**Date:** 02/18/2025

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

### Client & Staff Marketing Engagement

- Client Photographers/Videographers & Interviewers (Job title coming soon!)
  - Clients will have the ability to apply for a job within WACOSA to take photos, videos and interview.
  - These stories, videos and photos can cover a wide range, from thank you videos to donors, to commercials for our businesses, to interviewing stakeholders. These finished products will be used in marketing and development.
  - In beginning stages – creating job descriptions, etc. Hopeful to have a roll-out over the next quarter.
- Staff bloggers/story tellers
  - Coming up with a small bonus to any staff who submits a story that is used by the marketing department. The concept is to not only increase staff engagement, but to also increase the number of stories we put out about the great work we do at WACOSA.

### Review of KPI Concepts (See KPI reports)

- Review KPI Concepts that Ann recorded and how it will be a useful tool for marketing by measuring what is working and what is not working in an easier format.
- Come up with a key of the main terms for KPI report to make it more understandable to the reader. (Ann will add this information before uploading the reports to the board portal)
- Reviewed potential questions that we should be prepared to answer at board meetings

### Bash Committee Invite

- Invited anyone in the bash committee who might want a fun, hands-on experience at WACOSA to join the Bash Committee.
- Committee to meet monthly, attendance at every meeting isn't mandatory
- Can take on as many or few tasks as you like
- Great way to learn more about WACOSA and meet a broader group of employees that support WACOSA
- Ann will have Meghan send an invite to the Marketing Committee members
- Review changes made to the Sponsorship forms. Sponsorship updates have been made to website. Blog of top 5 reasons to sponsor WACOSA Bash is prepared and ready to send.

**Exhibiting at the St. Cloud Area Chamber of Commerce's Business Showcase – April 8<sup>th</sup>, 2025, 4:30-7pm**

- Ann, Lynn N. and Jenny Z. of WACOSA will run a WACOSA booth at the Business Showcase
- This year general public can attend
- We will represent recruitment, direct hires, DocuShred and ThriftWorks! at the show

**General Marketing & Sales Updates**

- Prevailing wage survey almost completed for 2025
- Ann attended Dayta Marketing Google Pmax seminar
  - Discussed Google Grants and Google Ads
  - Ann knows basics – hopes to expand knowledge
  - Reviewed if it makes sense to pay a professional to do a one-time deeper dive into Google Grants to make sure we are using the ads in the most effective manner
  - Laura offered to do some research into one-time contractors that might be able to help with a one-time Google Grant review
- Ann asked the group if they had \$2500 to create a new ad campaign for ThriftWorks marketing and \$2500 for DocuShred marketing what would they do. We'll discuss our ideas at next meeting.