



# WACOSA Marketing Committee

## Meeting Minutes

**Date:** 05/14/2025

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

### General Marketing Updates

- Newsletter coming soon
- Annual Report in progress
- Videos
  - Discussed hurdles and solutions for video.
  - Some progress made using video (ThriftWorks, etc.)
  - Ann will continue to work on creating more short clips
- Upcoming events
  - Sal's Bar & Grill: Fish/chicken fry & meet raffle, Friday, May 16<sup>th</sup> from 4-7PM
  - ARRGH!! A Pirates Vs. Witches Granite City Sing-Along: Paramount Theatre, Thursday, June 26<sup>th</sup> at 11am
  - WACOSA Night at the Rox: Joe Faber Field, Friday, June 27<sup>th</sup> from 7-9PM
  - Pizza Ranch Fundraiser: Monday, July 7<sup>th</sup> from 4-8PM
  - 2025 WACOSA Bash: Moose Lodge, Saturday, August 16<sup>th</sup>, 3-6pm
    - Discussed working on back links on websites from area partners
    - Board and staff will be asked to sell tickets
    - Discussed current sponsor engagement and upcoming touches to previous sponsors who have not committed
- KPI Review
  - Reviewed 2025 KPI numbers
  - Ann identified that calls to action get the most response from stakeholders
  - Discussed ways to have client on video to help drive those calls to action even higher
  - Prepare quarterly KPI report
- Misc.
  - Discussed Blog effectiveness, concepts, SEO and GEO – Bullet points! 😊
  - The marketing meeting will not have an extra meeting to match the extra meeting of the board for 2025.