



WACOSA Marketing Committee

Meeting Minutes

Date: 02/16/2026

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

- KPI Review
 - Fluctions month to month based on campaign or wildly popular video. Will report quarter to quarter – KPI's
 - Note that even in retail market that pictures/video of people outweigh product photos. Working on shifting to more people focus.
 - Ann will present year end info for 2025 on KPI

Strategic Plan Updates

- Nancy gave a brief update on the strategic plan which will be prepared for next board meeting.

Prevailing Wage update:

- Brief explanation on the annual Prevailing Wage Survey and that the results are slow to come in but we have enough to complete requirement.

Recycling Update

- Ann will prepare a fun info sheet on the recycling impact that WACOSA had in 2025 for all stakeholders

Media and Community Promotion Partners

- Ann and Meghan Hines have begun to create a media and Community Promotion Partner contact list
- Requested that members share any potential organizations to add to the list

Event updates

- Pizza Ranch – April 6th, 5-8
- WACOSA Annual Picnic June 19th – more to come
- Play – June 25th – more to come
- WACOSA Bash October 3rd at the Moose Lodge from 3-6pm