



WACOSA Marketing Committee

Meeting Minutes

Date: 08/10/2026

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

- KPI Review
 - KPI report shows nice growth in website active users and page views. Attributed to uptick in stories as well as posts leading people to the website.
 - Social media saw the largest decrease, particularly in reach. Less boosted posts during same quarter last year is the main explanation for the drop in reach and views.
- Trends
 - Ann trying to come up with fun Jimothy campaign
 - Netflix documentary style videos
 - Ann looking to learn how to edit videos for social media, will try Google/YouTube
 - TikTok still in the works, having difficulties getting into correct account, two accounts under WACOSA. Working with TikTok to resolve.
- Radio
 - Talked briefly about radio campaigns and if anyone has had any success with employee recruitment and radio.
 - No plans for immediate use of radio ads, also need to wait till new HR Manager is in place.
- Past and future event review
 - Small social media paid boosts were done for the Rox Baseball game and Sal's fundraiser. The conversation revolved around the marketing effort and did we see a difference based on effort.
 - Pizza Ranch, CHEESE!!! play, Whitney Car Show and Cow Tipping Press Author Reading saw similar numbers as last year.
 - Sal's saw increase of about 60 plates.
 - St. Cloud Rox game had low attendance, development will review future games
 - Upcoming events:
 - Lion's Brat Sale – St. Joseph Meat Market, September 25, 9a-5p and September 26, 9a-4p.
 - 2026 WACOSA Bash – Space for Everyone – Moose Lodge, October 3rd 3-6p
 - Ann and Meghan to try out our Marketing Tracker sheet to better align duties
 - Create board of directors and friends of WACOSA marketing packet
 - Nancy asked if anyone had connections for larger gifts for silent auction, in particular sports memorabilia which seems to be popular.
- Reviewed upcoming newsletter