

Marketing Committee Meeting
May 7, 2002
at
Lake County Dept. of Job & Family Services
177 Main St., Painesville, OH 44077

Marketing Members

Nancy Brown

Jeff Malish

Pat McAteer

Gretchen Skok-DiSanto

Staff Members

Donna Mona

Pam Fiederer

Nanette Grupe

Marty Singer

Other Members

Art Iacofano

Meeting called to Order:

Meeting called to order by Nancy Brown, Chair

Review and Approval of Minutes of Aril 8, 2002, Meeting:

Motion made by Jeff Malish and seconded by Gretchen Skok-DiSanto to review and approve minutes of April 8, 2002, meeting.

Old Business:

Review of Open House scheduled for May 21, 2002 at 5pm. There was discussion on who was doing the presentations, the flow of guests arriving, name tags and signs to be made up and where to place everything and a guest list sign in book. Tables will be set up in the lobby for greeting and signing the guest list. The other divisions in the agency will either share a table or have their

own table with information available to those who are interested.

There has been an ear market of 1000 invitation sent out with no RSVP. The committee is hoping for 500 to show. ETA had concerns about residents showing up. The committee said that they would not turn anyone away.

There will be a small brief formal presentation in the beginning, then guests can eat finger foods. The committee decided that food will be covered until after the presentation. Guest can then eat if they wish and the Board Members will take about ten guests at a time on tour of the facility.

It was requested by the Marketing Committee that Art Iacofano draft a letter to all Board Members asking them to come and help at the Open House. The Marketing Committe also would like Board Members to just know the basic information about the agency and where and who to direct guests to answer questions.

Marty Singer will make up name badges for all Board Members and will also do the Program handout. Program handout should include Board Members names and agenda with speakers etc. Marty is also doing generic business cards.

The committee also wants an Open House sign out in front of the building and a sign for additional parking in rear of the building. ETA will take care of the signs for the front of the building and the lobby per Donna Mona.

There have been five RSVP'S to Marty Singer.

There will be food and beverage for 150 people.

Nancy Brown focused in on the Leadership of Lake County contacting

Ellen Cantor to remind everyone about the Open House, which is targeting 400 members through e-mail.

Tamika will interview with Jim Collins from The News-Herald as a good example of the system. Toward the end of the article the Marketing Committee decided that the article should have the name of the facility and a phone number and that the article will run on Sunday May 19th, 2002.

Dino DiSanto will be doing a Human Interest side of the Open House. There will also be other papers doing articles on the Open House.

The Committee will follow up with Thank you notes to all attending. There was discussion of Nancy Brown doing a gift give away.

There was also discussion on Changing the Name of the Event and it was tabled until the next meeting.

Pam Fiederer did a quick walk through tour with the Marketing Committee at the end of today's meeting.

Other Business:

None at this time.

Adjournment:

Motion was made by Jeff Malish, seconded by Pat McAteer to adjourn the meeting at 9:05 a.m.