

MARKETING, COMMUNICATIONS, & EVENTS COMMITTEE  
URBAN BUNGALOW - TAMPA



WEDNESDAY, MAY 11, 2017  
7:30 A.M. - 9:00 A.M.

AGENDA

- |            |  |                 |
|------------|--|-----------------|
| I.         | Call to Order  | Trustee         |
| II.        | Roll Call  | Trustee         |
| III.       | Changes to Agenda  | Members         |
| <b>IV.</b> | <b>Adoption of Minutes</b>   | <b>Trustee</b>  |
| V.         | Board Meeting Report   | Chair / Trustee |
| VI.        | Review of Committee Goals and Work Scope                               | Members         |
|            | <b>a. Onboarding Committee Members</b>                                 |                 |
|            | <b>i. GroupMe Text Messaging for all Committees &amp; Members</b>      |                 |
| VII.       | Marketing Report   | Chair / Trustee |
|            | <b>a. Upcoming Events Calendar</b>                                     |                 |
|            | i. Sponsors  |                 |
|            | ii. Promote & Push to all local media                                  |                 |
|            | <b>b. Chair Report – Social Media Marketing &amp; Promotions</b>       | Sussman         |
|            | <b>i. Social media metrics</b>   |                 |
|            | <b>ii. Review of social media plan</b>                                 |                 |
|            | <b>iii. Email Marketing Metrics</b>                                    |                 |
|            | 1. Open Rates  |                 |
|            | 2. Click Thru Rates  |                 |
|            | <b>c. Chair Report – Communications</b>                                | Smith           |
|            | <b>i. PR &amp; Marketing effectiveness metrics</b>                     |                 |
|            | <b>d. Chair Report – Event Management &amp; Planning</b>               | Chu-Bermudez    |
|            | <b>i. Guests attending events – Coordinate with membership</b>         |                 |
|            | <b>ii. Current Membership total vs Active members attending events</b> |                 |
|            | <b>e. Review of Calendar of Events</b>                                 | Rockey-Johnson  |
|            | <b>i. Lessons Learned</b>  |                 |
|            | <b>f. Website</b>  |                 |
|            | <b>i. Posting of member to member events</b>                           |                 |
|            | <b>g. Community / Outreach Strategies</b>                              |                 |
|            | <b>i. Community involvement (HS Newsletters)</b>                       |                 |
|            | <b>ii. Complimentary business integration</b>                          |                 |
|            | <b>h. Review of Initial 2017 Budgetary Goals</b>                       | Trustee         |
| VIII.      | Community Concerns/ Announcements                                      | Members         |
| IX.        | Adjournment  | Chair / Trustee |

**Note: Items in bold are action items.**

## MEETING MINUTES

### MARKETING, COMMUNICATIONS, & EVENTS COMMITTEE URBAN BUNGALOW - TAMPA



WEDNESDAY, MAY 11, 2017  
7:30 A.M. - 9:00 A.M.

### **ACTION ITEMS BY COMMITTEE ARE IN YELLOW & UNDERLINED**

- CALL TO ORDER**      The meeting was called to order by Ginger Rockey-Johnson, at 7:47 PM.
- ATTENDANCE**      Members Present: Ginger Rockey-Johnson, Theresa Chu-Bermudez, Jackie Brown  
Members Absent: Stella Sussman, Chuck Smith  
Guests Present: Tyler MacMahon, Kimberly Overman
- DOCUMENTS REVIEWED**      1. Email Metrics  
2. Social Media Page Metrics  
3. Last Campaign Email
- CHANGES TO AGENDA**      None.
- ADOPTION OF MINUTES**      Approved K. Overman / 2<sup>nd</sup> by T. Chu-Bermudez
- HUCC EXECUTIVE BOARD REPORT**      The executive board met on April 26<sup>th</sup> at the Heights Exchange. Tyler & Ginger were both present and with no additional members present, the board report was skipped.
- REVIEW OF COMMITTEE GOALS AND WORK SCOPE**      The Marketing Committee had previously completed the work plan at the last committee meeting. Upon review, the work plan was approved by the executive board for the 2017-2018 year.  
  
**Continuing to Onboarding Committee Members with GroupMe Text Messaging for all Committees & Members**  
  
**(see attached workplan)**
- MARKETING REPORT**      a. Committee Member Changes  
1. Jackie Brown from i.n.i.t.i.a.l. social media joins the Marketing Committee  
b. Upcoming Events Calendar  
1. Sponsors  
2. Promote & Push to all local media  
c. Chair Report – Social Media Marketing & Promotions  
1. Social media metrics – Fan Page metrics show

## MEETING MINUTES

### MARKETING, COMMUNICATIONS, & EVENTS COMMITTEE URBAN BUNGALOW - TAMPA



2. Review of social media plan – Stella not present to review
3. Email Marketing Metrics
  - a. Open Rates – averaging 34% open rates, but lists need to be cleaned up.
  - b. Click Thru Rates – not currently using until template is more complete. **Need to begin Eventbrite OR MeetUp for RSVP registrations**
  - c. Email Templates –
    - i. **Monthly Newsletter with Advertising Spaces** (a monthly newsletter template is crafted, but not the finalized)
    - ii. Weekly Reminders – “Coming Up Next Week” + Like & Share (completed 5/15)
    - iii. Monthly Upcoming Events + Add Calendar Option (completed 5/10)
- d. Chair Report – Communications
  1. PR & Marketing effectiveness metrics – **pending effective metrics**
- e. Chair Report – Event Management & Planning
  1. Guests attending events – **Coordinate with membership for Chamber Ambassadors.**
  2. Current Membership total vs Active members attending events **(measure effectiveness of marketing efforts – metric needs to be given from membership)**
- f. Review of Calendar of Events
  1. Grand Openings coming up?
    - a. Mortar & Pestle
    - b. Trips
    - c. Ox & Fields
    - d. Ryans (?)
  2. Lunch N Learn’s
    - a. Speakers ?
    - b. Planned Workshops / Panels as back up and if not resolved, we will use these two presentations
      - i. **June 20<sup>th</sup> – Marketing Panel**  
Jackie Brown – Social Media, Chris from Sign Art – Print Media, Ginger Rockey-Johnson – SEO, Website, & Media Release
      - ii. **July 18<sup>th</sup> – Business Planning & Writing Your Plan**  
Rodney Jones – Kimberly will talk to him and confirm.
3. Lessons Learned – **Draft a procedure / checklist**
  - a. Bring garbage bags for trash
  - b. Pick up materials from The Heights Exchange
  - c. Fish bowl for giveaways
  - d. Need a Sign-in Table with members list to check in everyone & collect \$\$ for events that guests should pay admittance for, typically \$5 per guest.
  - e. Need Ambassadors / Greeters for guests during all events
  - f. Sound System
    - i. Ginger brings her sound board, mics, and laptop to operate & record.

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### MARKETING, COMMUNICATIONS, & EVENTS COMMITTEE URBAN BUNGALOW - TAMPA



#### 4. Review of calendar for next 30 days – 60 days.

- a. What still is not completed?
- b. What promo still needs to be done?
- c. Are we ready?

Ginger sent out an email about the upcoming events. Still need to craft a better plan once we have a Treasurer & our Secretary is back from leave. We are getting visibility but the notices confirming locations and details are so slow in coming in. Priority falls in ensuring a solid structure is in

#### g. Website

- a. Requesting Ribbon Cutting / Grand Opening Button on Site – Completed 5/18
- b. Posting of member to member events – Events calendar is up. Merge between Outlook and Member to Member Events is up 5/19
- c. Renewal login for members is not working. Ginger stated that they are debugging and should be fixed shortly (fixed 5/19)

#### h. Community / Outreach Strategies

- i. to gain more residential members from the Heights
- ii. Complimentary business integration

### NEW BUSINESS / DISCUSSION

**Membership Survey Questions** – **Target: June 28, 2017 (GR-J)** after some modification by executive board, the **website application is to be modified** to include the items **below as well as a Survey** be sent out to current members:

1. If more than one location, Company Headquarters location:
2. Do you have multiple locations?
3. Number of years your business has been open
4. Number of years in the Heights
5. Number of W2 vs 1099 workers
6. What % of your workers live in the Heights community
7. Annual business gross revenue
  - a. < \$100K
  - b. \$101K – \$250K
  - c. \$251K – 500K
  - d. \$501K - \$1M
  - e. > \$1million
8. Do you currently utilize any of the following professional services:
  - a. Bank / Credit Union     In House     Contracted
  - b. Bookkeeping     In House     Contracted
  - c. CPA     In House     Contracted
  - d. Attorney     In House     Contracted
  - e. Marketing     In House     Contracted
  - f. Social Media     In House     Contracted
  - g. Website Management     In House     Contracted
  - h. Offices or Meetings     In House     Contracted
9. How did you fund your business?

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- a. Self-Funded
  - b. Venture Capital
  - c. Investor
  - d. Bank
10. NOI %
- a. < 5 %
  - b. 6 – 10 %
  - c. 11 – 20 %
  - d. 21 – 50%
  - e. > 60%
11. Do you Own, Rent/Lease your business space?
- a. Square Foot Cost:

This survey information is not shared and is used for the purposes of improving services, offerings, and education to the HUCC / BGoSH membership.

#### **Membership Levels Review & Feedback.**

Dues are increasing July 1<sup>st</sup>. The committee reviewed the new levels and provided value-add bullets that were missing from the levels that HUCC is already providing to its members.

1. Digital photos provided to members
2. Social media sharing of member events
3. Adding of member events to web calendar
4. Grand opening for all business as chamber members – remove the words “brick & mortar”
5. Opportunity to present at upcoming lunch n learns
6. Pull your web content (articles, blogs, etc) and share on HUCC site

Also need to provide Chair & Trustee who are active, membership discounts for serving

#### **Supplies**

Needs were identified for increased HUCC visibility at upcoming events:

1. Retractable Pop Up Banner - \$195 GR-J Quote
2. HUCC Stickers – Sign Art
3. HUCC “2017-2018” stickers for renewing members – Sign Art
4. Networking Business Cards - Print
5. Business Cards for members to hand out about HUCC– Jackie designing / GR-J Quote 100 full color – Aqueous Coating (can be written on) - \$20

#### **Social Media**

Jackie will be taking over management of Instagram & LinkedIn pages and added to all committee groups as an admin (Target 5/20 – GR-J)

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#### **Non-Realtor Source – Promoting Page**

(no other notes on this topic)

#### **Quarterly Push by industry**

Launching January 2018, focused efforts on promoting the chamber to businesses of a specific industry and providing resources and events that cater to that industry to strength the membership drives each quarter.

#### **Swag Bags – New Member Materials**

Reach out to members to drop off their materials for inclusion in the new member packets

#### **Sunday Morning Market**

Plan on HUCC attendance and exposure in October  
Pick up materials from The Heights Exchange

#### **New Member Application – Hard copy**

Paper for completion during outdoor events

#### **2017 BUDGET COMMUNITY CONCERNS/ ANNOUNCEMENTS OPEN ACTION ITEMS**

Not reviewed this meeting

**Need to include the local association meetings in with the HUCC Calendar so we are the source of the happening in the Heights.**

- 1) **October – Gala Planning**
  - a) **Location (Theresa)**
    - i) Rialto – Theresa to reach out
  - b) Theme – 80's Night
  - c) Program & Sponsors
    - i) Layout OK from Quarterly Meeting
    - ii) Begin seeking sponsors by July 15<sup>th</sup>
      - (1) Program Layout
      - (2) Printing
      - (3) Advertising
  - d) Auction Items
    - i) Car – GR-J to talk to the dealerships (Porsche ?)
    - ii) Silento Auction Items
    - iii) Chinese Auction Items
      - (1) Entertainment
      - (2) Awards?
      - (3) Officer Installations
- 2) **August - GAL School Drive**
  - a) Confirm Location
  - b) Graphics to Promo
  - c) GAL office to assist
  - d) List of needs
- 3) **Cruise – February 2018 = Networking REALationSHiPs at Sea Cruise (Theresa)**
  - a) Cozumel Plus Cruise (Grand Caymen & Cozumel) 2/8 – 2/11
  - b) Agenda & Planning Team – 3 hours a day of planned activities

## MEETING MINUTES

### MARKETING, COMMUNICATIONS, & EVENTS COMMITTEE URBAN BUNGALOW - TAMPA



- c) Find out the IRS rules for HUCC responsibilities
- d) All Comps to go back into the cruise for a great member experience
- e) Open to all Members & their immediate family.
- f) Non-members may join us but price will include a membership
- 4) Restaurant / Biz Crawl – TBD**
  - a) Target once the new membership levels are released
- 5) Need Speaker List for all 2017 & Q1 2018
- 6) Procedures / Process Definitions Needed**
  - a) Process for adding events to the FB Page – how do we determine what goes up?
  - b) New member Introductions on Monthly Newsletter
  - c) Intro hashtag to new members to tag HUCC Events, and when they visit member businesses.

#### ACTION ITEMS FOR OTHER COMMITTEES

<b>Committee</b>	<b>Topic</b>
Biz Develop	Need Speaker List for all of 2017 & Q1 2018
Membership	Coordinate with membership for Chamber Ambassadors.

#### ADJOURNMENT

With no further business to come before the committee, the Committee meeting was adjourned at 9:12 a.m.

#### OPEN ACTION ITEMS

## HUCC - Marketing Committee Budgetary Projections

Marketing Committee	BUDGET	Estimated	FY 2017
Ordinary Income/Expense	Income	Expenses	<u>Projection</u>
<b>Income</b>			
<b>Fundraiser</b>			
Installation Banquet / Gaka		500	-500.00
Sponsorships	1000		1,000.00
Tickets	2500		2,500.00
Auctions	2500		2,500.00
Expo (Business to Community)	3750	750	3,000.00
Health & Wellness	3750	750	3,000.00
Directory Advertising	3750	750	3,000.00
<b>Luncheon</b>			
General Meeting	300	225	75.00
<b>Advertising Income</b>			
Directory	2250	500	1,750.00
Website			
Online Biz Card	1500	0	1,500.00
Image Ad	1500	0	1,500.00
<b>Total Income</b>			<b>19,325.00</b>
<b>Total Expense</b>		<u>3,475.00</u>	
<b>Net Ordinary Income (buffered for unknown expenses)</b>			<u>15,850.00</u>
<b>Net Income</b>			<u><b>15,850.00</b></u>

## Marketing, Communication, & Events Committee

Committee Purpose (bylaw excerpt): Responsible for raising awareness of the benefits of HUCC; management of branding, logo, and consistent brand image to the membership and community; press releases to media outlets; educate and inform community and prospective businesses about HUCC; promote HUCC member businesses to the community; ensuring that the HUCC Board & Committees adheres to brand messaging and consistent delivery of event promotion activities; advises board of marketing issues; works with staff in ensuring appropriate marketing needs and budgetary restraints for upcoming. This committee is also responsible for the nomination and election process of the Chairperson and Vice Chairperson.

Comprehensive Plan, Goal: Increase consistent brand awareness, event excellence, and increase member attendance to member events

Objective: Increase Community Awareness, HUCC Value to Members, Continually develop materials and events to increase social, political and buying power in the Heights.

#	Goal / Objective / Activity	Steps	Member(s) Responsible	Due
<b>1 C</b>	Shall create an image that represents the organization and utilizing it in all promotional material helping to ensure that BGoSH receives positive attention through press releases, advertising, and participation in both organization and community events, etc. for small business owner members	1) Brand and Image Management a. Development, Review, and Revision of Brand Use Guidelines, Flyer Templates, PR Templates, consistent with Branding	Trustee	Annually
		2) Creation & Review of Logo	Trustee	Annually
		3) Update Brochures	Chair	Bi-Annual Review
		4) Creation / Management / Update of Brochure – Recruitment tool	Chair	Annually
		5) Creation / Management / Update of Brochure – Awareness Tool (HUCC to Community)	Chair	Annually
		6) Creation of advertising pieces used in social media, print, or electronic uses	Chair	Annually
		7) Development, Maintenance, Review, and Revision of template consistent with branding to enable other committees to promote their events while being consistent with HUCC branding and promotional guidelines	Trustee / Chair	Annually
		8) Creation of visuals & graphics for committees use	Chair	Monthly

<b>2 M</b>	Shall coordinate with all committees to create promotional and marketing materials/PR for activities	<ol style="list-style-type: none"> <li>1. Communicate with Chairs &amp; Trustees of each committee as well as board on any upcoming events.</li> <li>2. Review Calendar of Events upcoming at every board meeting and request any needed materials from related committees</li> <li>3. Maintain upcoming calendar of events for a 12 month period</li> </ol>	Trustee  Trustee  Trustee	Monthly
<b>3 C</b>	Shall present all marketing and promotional material, press releases and advertising to the Board for approval before placing into action.	<ol style="list-style-type: none"> <li>1. Creation of a list of all news, print media, electronic media, radio, social media groups, social media resources to communicate continually the events and happenings of the HUCC region.</li> <li>2. Review of press list</li> </ol>	Trustee  Chair	On going  Quarterly
<b>4 SM</b>	Shall promote the organization and its activities through the website and social media accounts	<ol style="list-style-type: none"> <li>1) Posting of events to all channels of social media</li> <li>2) Ensuring website calendar is update to reflect all HUCC activities</li> </ol>	Chair RMS	Monthly
<b>5 M</b>	Shall maintain contact lists	<ol style="list-style-type: none"> <li>1. Creation, Maintenance, Update, Review, Revise list in contact database <ol style="list-style-type: none"> <li>a. Members</li> <li>b. Non-Members</li> <li>c. Community</li> <li>d. Government</li> <li>e. Press</li> </ol> </li> </ol>	Trustee	Ongoing
<b>6 SM</b>	Responsible for email announcements to membership through email marketing system	<ol style="list-style-type: none"> <li>1. Crafting email newsletter</li> <li>2. Sending out event announcements</li> <li>3. Review of open rates</li> </ol>	Chair RMS Trustee	Monthly

7 E	Shall coordinate and organize member mixers, community events, etc. at the direction of the Board	<ol style="list-style-type: none"> <li>1) B2B Events to connect business owners</li> <li>2) Member Mixers</li> <li>3) Workshop / Seminars (ECC) ** Business Development Team is Primary Organizers – this committees job is to market those events and maintain the calendar of events IN ADVANCE of the events.</li> <li>4) Membership Drives ** Membership Team is Primary Organizers – this committees job is to market those events and maintain the calendar of events IN ADVANCE of the events.</li> <li>5) Community / Outreach Event Organization &amp; Management</li> </ol>	<p>Chair Chair Chair</p> <p>Chair - Coordinate with Membership</p> <p>Chair - Coordinate with Trustee</p>	<p>Annually once developed – until developed and stable, monthly</p>
8 E	Shall work with the Committee with Membership and Recruitment in the planning of events that connect the Members and in membership drives, and work with the Committee on Business Development, Resources, and Education in the planning of workshops, seminars, or networking events	<ol style="list-style-type: none"> <li>1) Coordinate all marketing and PR materials needed for the promotion of other committee organized events</li> <li>2) Development, Review, and Revision of Event Planning Guideline that is consistent with HUCC branding and image.</li> </ol>	<p>Chair</p> <p>Chair</p>	<p>Ongoing</p> <p>Quarterly</p>
9 E	Event Planning	<ol style="list-style-type: none"> <li>1) Signature Events Development &amp; Continual Improvement of events (development of lessons learned)</li> <li>2) Creation and management of event Checklist to ensure consistent delivery of events</li> </ol>	<p>Chair</p> <p>Chair</p>	<p>Annually once developed – until developed and stable, monthly</p>

<b>10 M</b>	Conduct Monthly Committee meetings (allowed to skip 2 meetings each year)	<ol style="list-style-type: none"> <li>1) Review at each meeting – committee metrics <ol style="list-style-type: none"> <li>a. Current Membership total</li> <li>b. Active members attending events</li> <li>c. Guests attending events</li> <li>d. Social media metrics</li> <li>e. Marketing effectiveness</li> <li>f. Email Marketing Metrics <ol style="list-style-type: none"> <li>i. Open Rates</li> <li>ii. Click Thru Rates</li> </ol> </li> </ol> </li> <li>2) Complete meeting agenda with metrics</li> <li>3) Send agenda to all committee members, on roster, 7 days prior to meeting</li> <li>4) Complete meeting minutes &amp; turn into Board on time (minimum 7 days prior to Board Meeting)</li> </ol>	Members   Trustee Trustee  Trustee	Monthly
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Adopted: 1/9/17

( M ) Marketing Committee  
Trustee

( C ) Communications Subcommittee  
Chair

(SM) Social Media Marketing & Promo  
Chair

( E ) Events Subcommittee  
Chair