



AD HOC MARKETING COMMITTEE MEETING
Wednesday, June 3, 2015, 10 a.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Pat McHugh

Committee Members Present via Phone: Beth Narverud

Committee Members Excused: Deacon Scott Conway

Coalition Staff Present: Jim Farrelly, Mary Harper, Laura Isaacs, Jak Jakubauskas

Others Present: None

I. Call to Order and Welcome – Mr. Jim Farrelly

Mr. Farrelly called the meeting to order at 10:13 am. He explained Deacon Conway will be leaving the Board at the end of this month to accept the position of superintendent of schools for the diocese of St. Augustine so a new committee chair must be selected. Mr. Farrelly requested nominations from the floor to elect a new committee chair. Ms. Narverud nominated Mr. McHugh. As there were no other candidates, Mr. McHugh was appointed to Chair the committee.

II. Approval, Minutes from April 28, 2015 Ad Hoc Marketing Committee Meeting

Ms. Narverud moved to adopt the minutes from the April 28, 2015 meeting and Mr. McHugh seconded the motion. All were in favor with no abstentions and the motion carried.

III. Draft, Board Member/Volunteer Presentation to the Public

Mr. Farrelly explained two (2) drafts have been prepared; an elevator speech and a full page of information to use when addressing public groups. Mr. McHugh suggested reviewing both and holding discussion until the next meeting. Ms. Narverud inquired if the speeches could be adapted by the person speaking and Mr. Farrelly explained they contain the core points and can be adapted or embellished as needed.

Ms. Narverud suggested obtaining data from Hernando Schools that would show how many children entering kindergarten have attended pre-school. After a brief discussion, Ms. Narverud agreed to speak with a school representative to see if this data would be available.

IV. Review, Options for Bulletin/Billboards

Mr. Farrelly explained the focus of this Committee is marketing. School Readiness does not require marketing as the community is aware of the service (large waiting list exists annually); however, VPK has a greater advertising need and funds are available through the VPK Outreach and Awareness funding category.

Ms. Isaacs reviewed the media pricing report she had compiled for outdoor bulletin boards as well as transit advertising on local buses. She reported that Blackjack Media has a contract with Pasco County, but not Hernando County. Ms. Narverud stated she believes Hernando County itself is responsible for selling advertising on their buses.

Mr. Farrelly explained that in addition to the billboard advertising, the Coalition also has the option to create a direct mail piece or a flyer to be used as a newspaper insert, all of which has been done in the past. As the majority of VPK enrollments begin in January and continue throughout the spring, a marketing plan needs to be initiated to begin to advertise VPK prior to the new enrollment period.

Ms. Narverud stated that advertising needs to be rotated so the same people are not seeing the same thing. She recommends using funds to advertise on social media such as Facebook which can detail a target audience to meet the Coalition's demographics.

Mr. Farrelly explained a survey of VPK parents last year, showed the majority of parents learned of the program through word of mouth. Ms. Narverud explained that social media is important as parents learn from each other and through media outlets such as Pinterest. This site has a large number of parents and teachers who share tips and may be a better resource than Facebook.

Mr. McHugh requested that Ms. Isaac investigate social media options and Ms. Isaac's agreed to prepare a report for the next meeting.

V. Update, Existing Coalition Materials, Description of Coalition/Foundation

Previously distributed.

VI. Other Business

Ms. Isaacs explained the Coalition needs to attract potential board members to fill empty positions and distributed a draft postcard (attached) to send to a targeted audience and current Board members to share with their business associates. A news release has also been drafted to distribute to the media.

Mr. Farrelly explained the challenge will be to find quality members for two (2) main spots – faith-based representative and at-large representative. The state's auditors will also inquire as to what the Coalition is doing to fill these vacancies.

Ms. Narverud suggested distributing the postcards to the local chambers as well as the new leadership classes that are beginning to form.

Mr. McHugh requested the Coalition's attorney be contacted regarding any potential risk for partner agencies or providers to display the Coalition's logo on their printed materials, website, etc. Mr. Farrelly explained in the past, the Coalition had purchased banners for VPK providers to advertise their VPK program.

VII. Public Input

None.

VIII. Selection, next Ad Hoc Marketing Committee Meeting Date

The next Ad Hoc Marketing Committee meeting was scheduled for Monday, August 10, 2015 at 10 am.

IX. Adjournment

Mr. McHugh moved to adjourn this meeting of the Ad Hoc Marketing Committee. The meeting was adjourned at 10:50 am without further discussion.

Respectfully submitted by,

Ramute "Jak" Jakubauskas
Administrative Assistant