



**AD HOC MARKETING COMMITTEE MEETING**  
**Monday, October 19, 2015, 3 p.m.**  
**15506 County Line Road, Suite 103**  
**Spring Hill, FL 34610**

**Committee Members Present: Pat McHugh, Chair; Jessica Griffin**

**Committee Members Present via Phone: Beth Narverud**

**Committee Members Excused: None**

**Coalition Staff Present: Jim Farrelly, Jak Jakubauskas, Sherri Sabadishin, Audrey Stasko**

**Others Present: None**

**I. Call to Order and Welcome – Mr. Pat McHugh, Chair**

Mr. McHugh called the meeting to order at 3:06 pm.

**II. Approval, Minutes from September 22, 2015 Ad Hoc Marketing Committee Meeting**

Mr. McHugh requested a motion to approve the minutes from the September 22, 2015 meeting. Ms. Narverud so moved and Ms. Griffin seconded the motion. All were in favor with no abstentions and the motion carried.

**III. Update, Options for VPK Advertising (Social Media)**

Mr. Farrelly explained the Coalition has up to \$15,853 to spend from the state's Outreach and Awareness funds to publicize VPK. He introduced Ms. Audrey Stasko as the Coalition's new Communications Specialist and explained she has gathered information regarding advertising on Facebook, Google and/or Pinterest.

Ms. Stasko briefly summarized the findings in her report and explained she believes the best alternative would be to advertise on Facebook as it has the heaviest engagement with mothers and teachers. She explained Google's advertising is based on an "auction" method and advertisers have to compete for available ad spots. Pinterest "pins" are only available to certain businesses.

Ms. Stasko explained advertising on Facebook would cost a maximum of \$30 per day or \$900 per month and could potentially reach 50,000 people daily. The advertising must be compelling as the Coalition's ad would be competing against other newsfeeds. She recommends the ad not be "text heavy" and should include photos or a video of children.

After a brief discussion on targeting specifics, Mr. Farrelly stated the advertising would begin in January of 2016 as VPK registration will begin at that time for the new school year. The advertising should continue until August when the VPK program will begin. Ms. Griffin suggested trying this advertising approach for three (3) months to see if it is being effective.

In addition to the media advertising, Mr. Farrelly reported that Ms. Porterfield had forwarded a list of locations indicating where Pasco County Schools place their Head Start program flyers. Ms. Narverud indicated that she would speak with Mr. Dan DeWitt of the *Tampa Bay Times* about writing an article in January during the prime VPK enrollment period.

To summarize, Mr. Farrelly stated the Committee is recommending a Facebook campaign at approximately \$900 per month for 8 months, newspaper articles, and dropping off flyers at pediatricians' offices and using Head Start contacts in both counties. The Facebook advertising would run for 90 days and then a decision would be made based on the results achieved with results being reviewed within the first 30 days. The Committee Chair will be advised if the advertising is not working.

Mr. McHugh requested a motion to approve advertising on Facebook; Ms. Griffin so moved and Ms. Narverud seconded the motion. All were in favor with no abstentions and the motion carried.

#### **IV. Discussion, Elevator Speech and Public Presentations**

Mr. Farrelly suggested that individuals be found to form a speaker's bureau. These individuals would be presented with a basic format and those willing to be trained would then deliver speeches and answer questions on the Coalition and its programs at various functions. Mr. McHugh volunteered to be part of the speaker's bureau.

Ms. Griffin stated the speeches are good first drafts. Ms. Narverud stated she needed to address the underwhelming response from the Domino's Pizza Fundraiser because the majority of people did not know what the Coalition is or what it does.

Ms. Griffin inquired what other fundraising events have been held and Mr. McHugh explained the Coalition has done direct mailings to local chamber lists, a Spelling Bee and Wine Tasting were both held and different restaurants participated in give back nights.

Mr. Farrelly stated that Dr. Knobl, Chair of the Match Fundraising Committee will discuss fundraising further at October's Board meeting. He explained that currently the Coalition is only pertinent to a small population – young parents and the working poor. Last year, the Coalition served approximately 14,000 children, but the average working parent may not know or need to know what the Coalition is. He explained that “early learning” has become a key term as a strong educational beginning is important for young children.

**V. Other Business**

None.

**VI. Public Input**

None.

**VII. Selection, next Ad Hoc Marketing Committee Meeting Date**

The next Ad Hoc Marketing Committee meeting was scheduled for Thursday, December 10, 2015 at 3 pm.

**VIII. Adjournment**

Mr. McHugh adjourned this meeting of the Ad Hoc Marketing Committee at 3:41 pm without further discussion.

Respectfully submitted by,

Ramute “Jak” Jakubauskas  
Administrative Assistant