

Minutes  
Marketing Committee  
August 15, 2018

1. Marketing Focus Research

- a. Discussion of social media accounts during Erin's maternity leave

**Kammerude will be added as FB admin, other marketing duties will be assigned closer to date of maternity leave.**

- b. The Launch Report

**Looked at databox link, organic search is up significantly from a year ago. We will be working with Sam C. from The Launch more closely.**

2. Marketing Plan

- a. Discussion of year in review for BoD annual meeting.
- b. Discussion of upcoming photo shoot to get more pictures of the new building.

3. Social Media Policy

- a. Needs to be reviewed

**Tabled for now.**

4. Board Connections

**Sharing the databox link with the board and the year in review overview.**