

Minutes
Marketing Committee
October 10, 2018

1. Marketing Focus Research

a. The Guerilla Agency Update

**Organic search up 50%. New reporting method coming up.
Discussion of Blog focus, brainstorm ideas and approve
before it is written.**

2. Marketing Plan

a. Discussion of Board directed focus.

**Focus on community outreach and hiring. Possible
festival/carnival/block party- open to the community.
Maybe dance as a block party...**

b. Discussion of upcoming photo shoot to get more pictures of the
new building.

3. Social Media Policy

a. Needs to be reviewed

**Add in specifically that the director can appoint someone.
Right now the language is unclear.**

4. Board Connections

**Sharing the databox link with the board and the report from
The Guerilla Agency.**