

Minutes
Marketing Committee
September 12, 2018

1. Marketing Focus Research
 - a. Update from the Launch
Name change to The Guerilla Agency.
 - b. The Launch Report
Looked at databox link, organic search continues to be up.
2. Marketing Plan
 - a. Video Discussion and Feedback
Video discussion, cut up videos into smaller clips. Tour video discussion - added to the budget.
3. Social Media Policy
 - a. Needs to be reviewed
Tabled for now.
4. Misc. Items
Fall Festival, possible for next fall, community outreach, food trucks, koo koo, facepainting etc.
5. Board Connections
Sharing the databox link with the board and the year in review overview.