

Minutes for the Marketing Committee

01-28-2015

Attending (6): Jill Bench, Joe Perlaky, Gene Klotz, Tom Wardell, Rachel South and Ian Hoen.

The meeting was called to order by Tom Wardell at 9:35 am.

Review of the Blade Ad

- Recommended we keep the coupon discount at \$5 off a \$30 purchase
- April 20-April 26 mailing, coupon expires May 3
- May 25-May 31 mailing, coupon expires June 7
- Theme: "Life's A Garden...Dig In" was suggested.
- Pictures were discussed, no decision.
- Costs will remain the same for 2015.

Review of the Val Pak

- Recommended we keep the coupon discount at \$5 off a \$30 purchase
- Little interest in April again this year. (Val Pak will contact growers for an individual, discounted April ad)
- May 5-May 8 mailing, coupon expires May 24 (QR code to be listed in top left corner as usual)
- Theme: "Life's A Garden...Dig In" was suggested.
- Replace last year's photograph with "dog digging hole" or another outdoor garden scene. Joe will check on existing calendar pictures for potential choices.
- Costs will remain the same at \$3,135.

Review of the Sentinel

- Gene Klotz will contact the Sentinel to begin working on the ad layout. It's likely the same 6 growers will participate again in 2015. Same ad and special with updated theme.

Toledo Free Press

- Sales Representative John McNamara attended the meeting to present various advertising options to our membership for 2015.
- We are looking at the lawn & garden edition with a 2 page double truck spread on April 19<sup>th</sup> as well as the front page sticky note on May 3<sup>rd</sup>.
- The general consensus is to repeat last year's ad. We still need to decide on the "post-it" option, theme and picture.

Groupon

- No interest

### Buzz Book

- Jill Bench reviewed the Buzz Book offering. Very tight deadline for participants to decide. Must have ad designed and turned in within a week. Jill will design ad. Joe will contact potential growers.
- The Buzz Book advertises 4 x throughout the year. The mailing dates are...Mar 1, Jun 1, Sep 1 & Nov 20 (Just before thanksgiving)
- The total cost is \$675 for each of the 4 mailings for a full page. However, if we find 4 growers to participate, then divide \$675/4. That would be each grower's portion.
- There is flexibility. We may have 6 participating growers for some mailings and only 3 participants...for example, during the winter.
- To simplify billing, MVGA will be billed the entire \$675 for each mailing. MVGA will then invoice each participating grower their portion.
- Deadlines: Spring Book 1/31 Due out 3/1. Summer book deadline 5/2 due out 6/1. Autumn Book deadline 8/1 due out 9/2. Winter book deadline 10/24 due out 11/24
- 25000 circulation, FREE publication

### Marketing Committee Discretionary Dollars

- The availability of an additional expense line item was discussed to provide other advertising options for the Marketing Committee. The committee suggested an amount of \$1,000 per year be set-aside annually. Joe mentioned approximately \$800 in additional membership dues should be collected since they will be keeping 100% of that revenue starting in 2015. Tom Wardell will discuss the matter with the Finance committee Co-Chairs.

### Ronald McDonald House of Northwest Ohio

- The committee recommended that MVGA collaborate once again this year with the Ronald McDonald House of Northwest Ohio. Their newly constructed Ronald McDonald house is scheduled for completion the spring of 2015 near the Toledo Hospital. Jill will contact Chad Bringman Executive Director of the program to inform him of our participation.

The next Marketing meeting is scheduled for February 5 at 9:30 am at the HI French Quarters.

The meeting concluded at 11:35 am.