**MARKETING MEETING**

**February 15, 2018**

**MINUTES**

**Attendees (7):** Tom Wardell, Jill Bench, Joe Perlaky, Ian Hoen, Kelsey Gahler, Gene Klotz, and Barb Wilson.

1. Facebook (May): Strategy Session
	1. Hire Barb Wilson to promote MVGA and participating members during the month of May through Facebook postings, likes, and other links.
	2. Recommended a “play to pay” proposal for all growers to consider at $50 each for the month of May. June will be reduced to $30.
	3. The strategy is to increase MVGA Facebook online traffic and promote participating growers interested in increased activity on their own pages.
	4. Advertising “pushes” (ads) will encourage MVGA Facebook followers to visit participating locations, event, etc.
	5. Link MVGA’s website with Facebook posts, likes, etc., automatically
	6. (Joe) Send Barb & Jill copies of our maps used online. Evaluate.
	7. (Joe) Send Barb all grower members’ contact list
	8. (Joe) Send Barb via DropBox all calendar flower photos.
	9. General MVGA - Facebook guidelines, 2 levels of participation:
		1. Member Benefit - No pricing or specials can be used.
		2. Announcements involving education, events, classes, growing tips are great examples including pictures.
		3. Paid Member Benefit - Coupons to be used ONLY by those that pay to play.
		4. (Joe) Send Barb list of growers interested in Facebook participation.
		5. (Joe) Send Barb past coupons used ($5 off $35)
	10. Evaluate progress to date at the end of May to decide if we want to do June etc.
2. Pinterest: Strategy Session
	1. Set up a Pinterest account and link it to MVGA’s website
	2. Sort by business participants
	3. (Joe) Send Barb list of growers that use Pinterest

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1. Val Pak: Online Advertising
	1. After some discussion, the consensus was to not advertise online using the Val Pak platform this year.
	2. The committee will re-evaluate the opportunity in 2019.
2. TV Ads: The committee will earmark unspent dollars in 2018 for 2019 to accumulate additional funds capable of considering TV ads.