**MARKETING MEETING**

**February 03, 2016**

**MINUTES**

**Attendees (9):** Tom Wardell, Jill Bench, Joe Perlaky, Ian Hoen, Rich Giddens, Jacob Urrutia, Gene Klotz, Greg and Dawn Barrow

1. The Toledo Blade:
   1. Attached are 2 pictures (low res) we are considering for this year’s theme.  Is it possible to put each on a mockup of last year’s ad so we can better decide which one to use?
   2. Theme:  ***Choose the Very Best***
   3. Ad Dates;
      1. Saturday May 14, with the coupon
      2. Sunday May 15, NO coupon
      3. Thursday May 19, with the coupon
      4. Friday May 20, No coupon
      5. Saturday May 21, No coupon
      6. Expiration date – Friday May 27th

(Committee: need dates for April, verify picture & expiration dates for both mailings. Ron Snider from the Blade will attend our next meeting)

1. Val Pak:
   1. Waiting on 3 examples.
   2. MVGA *Choose the Very Best* is this year’s theme

(Committee need expiration dates for both mailings)

1. Buzz Book:
   1. Summer and Fall mailing only in 2016
   2. No coupons
   3. They will hold the same price per book at $675 ea.
   4. Spring:
      1. Bench Greenhouse, Creque , Klotz, Wardell’s
   5. Fall/Winter?
      1. Bench Greenhouse, Klotz, Wardell’s
2. Toledo City Paper:
   1. Bonnie Hunter is their sales representative.
   2. Can we get 12 participants (full page) 6 participants (1/2 page) without cannibalizing the Blade?
   3. How many mailings required? (3 min. 2x for sure in May not sure April or June)
   4. Nonprofit rate allows us to pay 1 step below our chosen ad size.
   5. Bonnie needs our LOGO & retail list

(Joe to call all retail growers)

1. Facebook: Purchase pushes?
   1. Add Jill to the administrative classification for MVGA’s Facebook
   2. The sweet spot at the Farmers Market in Facebook pushes seems to be $150-$200 per incident. The strategy would be to “push” MVGA Facebook followers toward an event, specials or the website?
2. Town Money Saver:
   1. Terri Bowles in their sales representative.
   2. Nonprofit rate allows us to pay 1 step below our chosen ad size.
   3. Instead of a collective grower ad, only 1 or 2 growers per mailing region could be featured using MVGA’s reduced non-profit pricing. Who would be interested in this model?

(Joe to call all retail growers)

1. Perrysburg Messenger

(Joe to call all retail growers)

1. Other:
   1. Special projects this year? Nonprofit sponsor such as Wounded Warriors? EnPuzzlement Food Bank?
   2. The Board of Realtors is checking to see if they can distribute a postcard, coupon, flyer for new home buyers.
   3. How about 20 signs made up from Waldo’s promoting MVGA. Use grommets. Same as original sign used in the wooden frames. Cost is about $50 ea. Each grower pays $20?
2. Theme for 2016:
   1. MVGA: “*Choose the Very Best”*
3. Should we change our Coupon structure for 2016?
   1. $5 off a min. $30 purchase (Same as last year) \_\_\_\_\_
   2. $5 off a min. $35 purchase \_\_\_\_\_
   3. $5 off a min. $50 purchase \_\_\_\_\_
   4. $10 off a min. $60 purchase \_\_\_\_\_
   5. Don’t use Coupons at all this year \_\_\_\_\_

Next Meeting:

February 17, 2016 at the H.I. Perrysburg French Quarters at 9:30 am.