**MARKETING MEETING**

**February 17, 2016**

**MINUTES**

**Attendees (10):** Tom Wardell, Jill Bench, Joe Perlaky, Ian Hoen, Rich Giddens, Greg and Dawn Barrow, guests Ron Snider/Kevin Matus (The Blade) and Jill Bunge (Food For Thought)

1. The Toledo Blade:
   1. Selected single gerbera picture for ads
   2. Ad Dates: Apr
      1. Saturday Apr 17, with coupon
      2. Sunday Apr 18, No coupon
      3. Thursday Apr 20, No coupon
      4. Friday Apr 21, No coupon
      5. Saturday Apr 23, with coupon
      6. Expiration date – Friday Apr 27th
   3. Ad Dates: May
      1. Saturday May 14, with 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 24th
   4. Kevin Matus introduced the committee to a new, color, coupon Blade circular.
2. Val Pak:
   1. Selected a gerbera picture for ads
   2. Apr. 29th. & May 24th. will be the expiration dates
3. Toledo City Paper:
   1. They need to provide final picture selection. Joe will send samples & logo
   2. Initial interest level is 6 growers. (1/2 page, 3 mailings)
   3. Mailing dates: Apr 20, May 18, Jun 1
   4. MVGA will be group invoiced
4. Facebook: Purchase pushes?
   1. No discussion or research done
5. Town Money Saver:
   1. No interest at this time
6. Perrysburg Messenger
   1. 5 growers interested at this time. We will contact the Messenger.
7. Other: Special projects
8. Parade of Garden Center proposal
   1. Joe Perlaky and Rich Giddens will start detailing a potential list of activities and locations in the next few weeks.
      1. Guided or self-guided tours?
      2. Dates: (July or Aug suggested)
      3. Collaborators? (Master Gardeners, TPS, Owens, others?)
      4. Theme: Ponds? Others?
   2. The committee selected Food For Thought as this year’s nonprofit sponsoring partner. We will work together on a marketing strategy asap.
   3. 20, 2’x4’, two-sided color signs with grommets were ordered from Waldo’s promoting MVGA. They can also be used in the wooden frames. We will ask each grower to help defray the cost by contributing $20 for each sign.
9. Should we change our Coupon structure for 2016?
   1. $5 off a min. $30 purchase (Same as last year) \_\_X\_\_
   2. $5 off a min. $35 purchase \_\_X\_\_
   3. $5 off a min. $50 purchase \_\_\_\_\_
   4. $10 off a min. $60 purchase \_\_\_\_\_
   5. Don’t use Coupons at all this year \_\_\_\_\_

There was an equal interest for both a and b above. Those that responded to the survey were flexible with either choice. The committee decided to raise the minimum purchase amount to $35. (It had been $30 for 3 years)

Next Meeting:

TBD, fall of 2016