

Marketing & Communications Committee Minutes

Name of Committee	Marketing & Communications
Committee Chairs	Alex Fennoy Paula E.W. Carey
Date	Tuesday, January 12, 2016
Time	3:00:00 PM
Location	Taco Bell (100 Black Men was closed due to broken furnace)
Names of Meeting Attendees	Lisa Potts, Coordinator Alex Fennoy, Co-Chair Paula E.W. Carey, Co-Chair (+ intern) Denzell Conway, Midwest BankCentre Intern Autumn Anthony, Radio One (+ intern)

Meeting Summary

We reviewed the Strategic Plan and discussed strategies proposed - discussed the need to get consistent committee members to help move our plan forward.

STRUT Website being revamped for partners to access meeting minutes, partner & bank events -

BOSU Website - should be used to drive consumers to action (our audience of unbanked or under-banked households). We want website visitors to sign up for financial education, learn about community events & connect with bank partners to open bank accounts.

BOSU App being developed (patterned after Bank-On Memphis)

Committee Reviewed Proposed Marketing Plan from Radio One

Decision Reached	We reviewed all the previous ads/advertorials in the Money Wise Inserts: We decided to make a recommendation to all BOSU financial institutions add the BOSU logo to their ads that they run in the St. Louis American. This will allow us to use our funds differently.
Decision Reached	We will set up a meeting with the St. Louis American to discuss other ways we can advertise in the paper that will give us more reach and tie into other marketing (i.e. utilizing the social media and web presence of the American). Also connect with other partners such as Radio One, for instance a Radio One radio spot would say "look for our ad in the St. Louis American" and vice versa.
Decision Reached	We need to look at the strategic plan and our mission to develop the value proposition to standardize our financial empowerment message.
Decision Reached	Bring all Marketing Partners to the table as Committee Members not just as vendors: * Radio (Radio One) * Radio/Gospel (Praise 99.5) * Website - BOSU (Spiked Pineapple)

- * Website - STRUT (Israel Designs)
- * Graphic Design (Israel Designs)
- * Social Media - (Brand, Inc.)
- * News Paper - (St. Louis American)

We need a communications firm or specialist to write/edit copy, write press releases and be the central point person & manage/integrate all marketing efforts. Alex will reach out to Marketing Concepts to join our committee.

Announcements and/or Upcoming Events

- ** Infinite Scholars - February 27th - 9am - 12pm @ UMSL J.C. Penny Building
- ** America Saves Week - February 22-27 ----- financial programs for all SLPS elementary schools
- ** Money Smart Week - April 23-30th
- ** 3rd Annual Financial Empowerment & Job Fair - April 30th at Forest Park Community College from 11am - 3pm
- ** Money Matters the Musical - MSW Kick Off Event - April 23rd (no location yet)
- ** MSW Children's Financial Safari @ the St. Louis Zoo - April 23rd from 9am - 12pm

Follow-Up Assignments/Activities

ALL COMMITTEE MEMBERS - REVIEW PROPOSED QUARTERLY ACTIVITIES from RADIO ONE

1st Quarter Media Outreach - Radio One (Jan - March)

- * Launch & Brand BOSU App with social media meme
- * America Saves Week
- * Black History Month
- * Tax Time Savings
- * Pastor's Breakfast

2nd Quarter Media Outreach - Radio One (April - June)

- * Money Smart Week
- * Unified Message Day
- * Competition around Super Jam
- * Write article for MSW Insert
- * Homeownership Month (Partner with Metro Housing Task Force)

3rd Quarter Media Outreach - Radio One (July - Sept)

- * Brand & Promote BOSU App
- * Summer Platinum Events

4th Quarter Media Outreach - Radio One (Oct - Dec)

- * Brand & Promote BOSU App
- * Holiday Savings Contest
- * Credit Awareness Month
- * Habitat for Humanity - Home 4 the Holidays
- * Connect to Money Wise insert

Next Meeting Date

Tuesday, February 9, 2016 at 3:00 pm @ 100 Black Men, 4631 Delmar Blvd.