

## **Telos Student Organization Marketing Committee Meeting Minutes**

February 11, 2015

Present: Edie Heppler, Tim Hay, Sue Black, Jim Cushing, Andy Kranz, Chris Steele

Visitors: Chuck Kimbrough, Somayya Kasani

Absent: Gloria Campbell, Virginia Binder

Penny called the meeting to order at 3:15 p.m. She turned the meeting over to Sue Black to chair so she (Penny) could take notes as acting secretary since no one else wanted to do it.

Penny had forgotten to bring copies of the minutes from the January 14, 2015 meeting, but ***Tim Hay moved to accept the minutes. Andy Kranz seconded the motion. The minutes were accepted with 4 yes votes, no negative votes and 2 abstentions.***

Old Business: IIIa: Table skirt for TSO booths at senior fairs. Tim said the cost of a skirt is about \$62.00 with a set-up fee of about \$60. He said he could make a frame for hanging a banner behind the table. The banner will be about 3 ½ ft. by 6 ft.

Chuck said a banner to hang across the road would cost about \$850 to \$900. He said a table skirt would cost about \$1,000. Edie said Kinko's could do table skirts for less.

Old Business: IIIb: List of marketing projects for 2015. Jim Cushing said we should look at marketing projects that have traction to them. Flyers are useful, but we have fallen down on getting them distributed. Edie Heppler suggested hiring a service that would post flyers for us. Chris Steele said the service costs about \$2.00 per placement of each flyer.

Consensus of the committee was for Penny to present the following motion at the next TSO board meeting on Feb. 18. Penny will move that the council approve up to \$1,000 for the marketing committee to spend as approved by the marketing committee. Attached to the motion will be a rough budget showing what the marketing committee plans to do with the money.

Rough Budget

Table skirt - \$400

Coffee mugs - \$100

Business cards - \$200

Old Business: IIIc: Printing of business cards. Sue Black said she found out from Angela Young that the TELOS tree logo could be used on the business cards. Chris said she has the tree logo.

New Business: IVa: Other: Jim Cushing said Chris Steele facilitated meeting with Jim Cushing, Jerry Harkleroad, Chris and Jim Maynard to discuss what to do when speakers at Coffee and Wisdom and the seminar series want to speak more than once. Chris Steele asked Jim Cushing to put together a brief piece about how the speaker programs work.

Jim Cushing asked what we call our targeted demographic. He suggested Boomers and Seniors. The consensus was to use that label on the newsletter.

***Jim Cushing moved to adjourn the meeting at 5 p.m. Chuck Kimbrough seconded. Approved unanimously.***

The next meeting will be held Wednesday, March 11.

Penny Rathbun  
Acting Secretary and Chair