

USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

MINUTES

NOVEMBER 30, 2010 8:30 AM

TLC JACKSONVILLE OFFICES

MEETING CALLED BY	Emily Crews, Chair
TYPE OF MEETING	Monthly Committee Meeting
FACILITATOR	Emily Crews
NOTE TAKER	Emily Crews
TIMEKEEPER	Emily Crews
ATTENDEES AT THIS MEETING	Emily Crews, Kim Jowers, Tom Gentry (Telephone), Inka Finley, Sarah Boren (Telephone), Nihal Alwakeel (Telephone)

USGBCNF Vision: Create a sustainable community in North Florida inspired by green building within a generation

USGBCNF Mission: Promote sustainable development and green building in N FL through open, collaborative education and leadership

USGBCNF Hedgehog:

- USGBCNF is deeply passionate about: Sustainable Buildings and Communities
- USGBCNF can be best in region at: Green Building Education
- USGBCNF's resource engine is: Members, Volunteers, Community, Supporters and Green Buildings

USGBCNF 2010-2011 Chapter Goals: **How is your Committee/Team specifically contributing to these goals each month?**

- Advance Community Outreach: 100 presentations throughout the region
- Enhance Signature Events: All committees and chapter will support the following events to achieve target attendee numbers:
 - MASTER SPEAKER SERIES - 60 attendees (average)
 - GREEN RUN - 300 attendees
 - AWARDS GALA - 200 attendees
- Improve Communication
 - INTERNAL – comply 100% with monthly reporting requirements
 - EXTERNAL – send 100 news releases on completed activities
- Increase Membership - Grow by 10% overall but each Committee is challenged to bring in at least 23 new members
- Increase Revenue -- Develop and operate within a balanced budget

[20 MINUTES]

“[MAINTAIN USGBC NORTH FLORIDA WEBSITE. KEEP IT CURRENT WITH NEWS, EVENTS AND EDUCATIONAL INFORMATION AND CREATE AND MAINTAIN MEMBER DIRECTORY/ WEBSITE CHANGES AND MEMBERSHIP DIRECTORY]”

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> At the SC Retreat, we discussed adding more people photos to the website to have more of a community feel instead of just buildings. Emily and Tom will get together in the next couple of weeks to decide how best to incorporate this, but here are some suggestions: <ol style="list-style-type: none"> Intersperse committee photos (posed and in action) in the LEED project loop on the home page. Rotating loop with sponsors on home page (to better manage page real estate). New articles from blog will be featured on home page. Tom will add “Request a Speaker/Expert” button on the homepage. Need to incorporate region map somewhere on homepage. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Metrics for the website include Google Analytics – bounce rate, new visits, pages per visit, etc. November data: 484 Visits; 2,025 Page Views; 4 Pages per Visit; Avg. Time on Site: 3.5 Minutes; 52% New Visits</p> <p>Last Year vs. This Year: Visits are up 10%; Page Views are up 18%; Pages per Visit and Average Time on Site are up 7%</p> <p>Metrics for weekly emails can be obtained through contact report on Memberclicks. November data: Total recipients: 1053, opens: between 184-205 weekly; bounces: 22 (latest after cleanups); unsubscribes: between 0-4 weekly; user does not receive mass email: between 11-27 weekly.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[15 MINUTES]

**“DISTRIBUTE MARKETING MATERIALS/
CREATE SILENT POWERPOINT FOR MSL”**

KIM JOWERS

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Sarah will design a suitable generic card that can be printed on cardstock for everyone to use. Sarah will buy cardstock to pass out. Nihal sent the two Green Run logos to the Green Run Committee. Waiting to hear back. Nihal has not heard from Awards Committee for a long time about what they will need. Will order plastic poster holder so we can easily update sponsor board and other needed posters. EP wants to do a special campaign for their Green Carpet monthly movie night at Five Points. EP should get with Kim Jowers on their needs. Membership wants to do brochures for the different levels of membership – we will just need content. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
See comments in bold.			

[5 MINUTES]

“COMMUNITY EVENTS – 4 PER YEAR”

EMILY CREWS FOR GURPREET MISRA

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Attended Jacksonville AIA Tradeshow. Will ask Gurpreet to brief us on the positives and negatives of exhibiting at the event / what we can do to improve results. Exhibiting at Jacksonville Business Expo on December 7th. Tom Goldsbury sent check, but they are saying they haven't received it. Checking back again, may have to get check re-issued. Post Meeting: Sumner with Membership will help with first half of show. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	For Events, need approximate number of attendees, number of new sign-ups to receive weekly announcement, new members, pros/cons, what we can do to improve results (other metrics?)		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
See comments in bold.			

[15 MINUTES]

“PR – PRESS RELEASES/SOCIAL MEDIA”

[INKA FINLEY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Inka completed draft of Marketing Plan for the chapter. Sent to Sarah to review with USGBC National Conference. Feedback? National is working on a whole program, but couldn't get it together by GreenBuild. Sent it to Judith Webb, but it may take a while to hear back from her. Sarah believes we would benefit greatly from a very strong media list. Ellen's daughter, Victoria, was working on starting the list – Sarah will forward to Inka (done). Mayor's office has a good list too that Sarah will grab. USGBC National has a large database they believe they could cull down to our 11-county area and send to us. The chapter needs to start thinking differently – instead of focusing on events, we can focus on education. Position the chapter as local expert for the media. Interview for Ellen took place with 904 Magazine. Went well. Should be out in December. Post Meeting: printed – excellent article posted to blog. Will add to next Weekly Announcement. Regular posting to LinkedIn, Facebook, Blog. Is there a way to do all at once? Inka will look into it. She knows there is a way. Media notices have been going out for events when we have enough notice. Emily guided everyone to look at the new blog. Discussed what is appropriate to go on the site and on all our social media sites. May need input from Steering Committee and/or Board. We'll probably learn as we go. Social Media can be a driver to our website. 		
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	Inka will create metrics – Articles published, media notices published, number of social media posts, Google Alerts, etc.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

Regular Monthly Administrative/Housekeeping Items

NEEDS/EXPECTATIONS FROM OTHER COMMITTEES, TEAMS, ED, SC, &/OR BOARD	<p>All: Keep your committee's webpage up to date. Create flyers for events and forward to Emily and Kim for review and edit. EP should get with Kim Jowers on their needs for a special campaign for their Green Carpet monthly movie night at Five Points. Membership wants to do brochures for the different levels of membership – we will just need content. We could use one or two more volunteers to help person the booth at the Jax Business Expo on 12/7.</p>
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