

# USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

## MINUTES

SEPTEMBER 28, 2010 8:30 AM

TLC JACKSONVILLE OFFICES

MEETING CALLED BY	Emily Crews Carrier, Chair
TYPE OF MEETING	Monthly Committee Meeting
FACILITATOR	Emily Crews Carrier
NOTE TAKER	Emily Crews Carrier
TIMEKEEPER	Emily Crews Carrier
ATTENDEES AT THIS MEETING	Emily Crews Carrier, Kim Jowers, Tom Gentry, Sarah Boren, Sania Misra

**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

**“[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]”**

[30 MINUTES]

[TOM GENTRY]

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>At the SC Retreat, we discussed adding more people photos to the website to have more of a community feel instead of just buildings. During this meeting, we discussed how that could be implemented, but didn't make a decision. <b>Will re-visit after everyone has a chance to think about it.</b> <ol style="list-style-type: none"> <li>Should we intersperse committee photos in the LEED project loop on the home page?</li> <li>Should we put a separate Flickr on the side bar that includes photos of people (committees working, etc., not social photos)?</li> <li>Should we put a link on the home page to a photo gallery?</li> <li>Should we replace the LEED photos on the home page with people photos and create a separate page for LEED projects (decided no)</li> </ol> </li> <li>Tom and Emily believe we have too much on the home page and we should be directing people to other pages on the website. Emily would like to remove the "Upcoming Events" that are currently on the home page and replace it with a link to the News/Announcements page. That will accomplish moving people away from the home page and also eliminate duplicate entries (less work). Already done.</li> <li>Ellen sent an email requesting a button be added to the home page that links to a form for people interested in joining a speaker's bureau. Sarah suggesting having a <b>"Request a Speaker/Expert" button on the homepage</b> rather than "Sign Up/Become a Speaker". <b>Tom will need to create a form.</b> To obtain speakers – she suggested we send out a request to members only for those who want to be subject matter experts and speakers on behalf of the Chapter (essentially do an inventory for willingness and knowledge) and ask them to fill out a form on our website providing more information on topics, knowledge level, etc. There could be three types of speakers: 1) Chapter Ambassador – anyone who is willing to do the USGBCNF who we are and GB 101 presentation gig; 2) Chapter Subject Matter Experts – specific topics; could speak anywhere and even become part of our webinar and program offerings with some potential Chapter revenue; and 3) Instructors – this is who Education Committee thinks is capable to teach study groups, etc. <b>Tom will get with Sarah on the creation of this form.</b></li> <li>Instead of embedding the Google calendar on the home page, Tom suggested adding it under the</li> </ol>
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	<p>“Committees” tab as the first drop down and name it “Committee Calendar”. Already completed.</p> <ol style="list-style-type: none"> <li><b>In the gray space on the home page where we currently list mission and vision, Tom will include the region map, and move mission and vision to the white space below.</b></li> <li>Sarah, Tom and Emily have been working over the last couple of weeks to clean up the list email list, removing bad email addresses and making sure all the Lyris email addresses are included. We’re very close to finalizing it so we can use it for our weekly emails and start tracking everything through Memberclicks.</li> <li><b>Google Analytics – Tom needs to fix it so all pages are being tracked.</b></li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Metrics for the website include Google Analytics – bounce rate, new visits, pages per visit, etc. Will be more useful when all pages are being tracked.</p> <p>Once Membership Directory is complete with correct data, we can start tracking the weekly emails for number opened, click throughs, bounce backs, etc.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[10 MINUTES]

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

**KIM JOWERS**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>Since we don’t have money in our budget, we won’t order the hemp perforated business cards for individuals to use as previously discussed. Instead, <b>Sarah will design a suitable generic card that will be printed</b> for everyone to use. It has not yet been determined how they will be paid for.</li> <li>Nihal has offered to help with the Awards and Green Run logos.</li> <li>We also don’t have money in the budget for new sponsorship board. Should this come from Sponsorship’s budget? I don’t think they currently have any expenses budgeted.</li> <li>We want to encourage all event planners to create their own flyers from our template and send to Kim for proofing before finalizing.</li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[10 MINUTES]

**“COMMUNITY EVENTS – 4 PER YEAR”**

**SANIA MISRA**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>The next event will be the Jacksonville AIA Tradeshow. The funds (\$50) were already approved. <b>Sania and Emily will meet in the next couple of weeks to give her the necessary materials and sign-up sheet.</b></li> <li><b>Sania will invite a member of the Membership Committee to also attend.</b> We’ll have a laptop at the event so people can sign up to be members on the website.</li> <li>We briefly discussed the lack of funds and that Sania will need to look for more opportunities to exhibit at no cost.</li> <li>Another upcoming event that may be free is Garbage on the Green 2010 at UNF. Sarah will send info to Sania and Aaron Glick (EP Chair) about the event. Already done.</li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[TIME ALLOTTED]

**“PR – PRESS RELEASES/SOCIAL MEDIA”**

**[EMILY FOR INKA FINLEY]**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> <li>Inka is nearly complete with the updated Marketing Plan for the chapter.</li> <li>Post meeting Inka has arranged an interview for Ellen with 904 Magazine.</li> </ol>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

