

USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

MINUTES

APRIL 26, 2011

9:00 AM

TLC JACKSONVILLE OFFICES

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| 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, Gurpreet Misra, Randi Lasley and Sarah Boren (via phone) Absent: Tom Gentry, Nihal Alwakeel and Inka Finley |

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

[15 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 REPORTED PRIOR TO MEETING]

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| DISCUSSION AND TASKS | <ol style="list-style-type: none"> 1. Need to incorporate website changes. Tom is maxed out at work right now, so will try to work on one thing at a time. Will hopefully accomplish at least one task per month. <ol style="list-style-type: none"> a. Rotating loop with sponsors on home page (to better manage page real estate). Still on Tom's list to do, just hasn't had time yet. b. "Request a Speaker/Expert" button on the homepage. Tom will just need to add button and have it connect to an email (Sarah Boren and Ellen Reed) with the subject line "requesting a speaker/expert." Still on Tom's list to do. 2. Need to incorporate region map somewhere on homepage. Nihal created a watermark graphic for the background behind mission and vision; Tom can place it there. 3. Adding LEED APs to Memberclicks basic contact list. See note 6 below, will this affect this decision? Sarah believes we should increase it in order to have a broader reach, but will contact the board. 4. Change "schools & government" to "blog" and change "commercial" to "upcoming events". Tom will try to get this accomplished by the first of May. 5. Tom needs to know the status of the Webpage redesign effort. Are we getting UNF students? It's in Ellen's court, she has sent an email to UNF. Sarah believes the timing might be right to get a new class involved. 6. Our Memberclicks tier package limits us to 900 basic contacts. We went over that limit last week, and they shutdown most of the functionality of the site until we got right. See below for the current rates, we are Tier 1 |
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Benefits
Implementation
Support
Pricing

Step 1: Determine Your Pricing Level

Most organizations determine their pricing level by the number of custom member profiles they will use in their online database.

Note that ALL pricing levels include:

- All MemberClicks COMPLETE product features ([see details](#))
- Free phone and email support
- Up to 15 email addresses (500 MB each)
- Domain Name (if needed)
- Hosting space for unlimited web pages
- 5 GB of storage

Transaction fees for forms (all packages):
 • **1% + \$0.70 /transaction**
 Special rates available for large transactions

| Pricing Level | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 |
|--|--------------|--------------|--------------|--------------|--------------|
| Custom Member Profiles | 300 | 1,000 | 2,500 | 5,000 | 10,000 |
| Basic Contact Profiles | 900 | 3,000 | 7,500 | 15,000 | 30,000 |
| Emails / Faxes per mo. | 12,000 | 40,000 | 100,000 | 200,000 | 400,000 |
| Monthly Fee | \$135 | \$185 | \$250 | \$305 | \$395 |

Questions? Give us a call! 800.914.2441

If we want to upgrade to the next tier, it would be \$50 more a month.

One thing he did was to go through and delete contacts that we have received bounce back emails from when we send out weekly emails. They are not getting our emails anyway, so why should we pay for them? That has brought us down to 873, but we expect we will keep bumping into this ceiling so we need to check the bounce emails more often.

STATUS OF METRICS OF SUCCESS FOR THIS GOAL

Metrics for the website include Google Analytics – bounce rate, new visits, pages per visit, etc.
April data: 344 Visits; 1,528 Page Views; 4.44 Pages per visit; Avg. Time on Site: 3:19 Minutes; 51.74% New Visits

The number of visits and pages per view were almost the same for March and April. The page views decreased by 134, or approximately 8%. Avg. time on site decreased very slightly from 3:34 minutes to 3:19 minutes (-4%); and new visits increased from 46.97% to 51.74%, or approximately 9%.

Metrics for weekly emails can be obtained through contact report on Memberclicks.
April data: Total recipients: between 1002-1135, opens: between 170-194 weekly; bounces: 49-63; unsubscribes: 4. Members Only Email: Total recipients: 307, opens: 61, bounces: 21, unsubscribes: 0.

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
|-----------------------|--------------------|----------|
| See comments in bold. | | |
| | | |

[10 MINUTES] **“DISTRIBUTE MARKETING MATERIALS/ CREATE SILENT POWERPOINT FOR MSL”** KIM JOWERS

DISCUSSION AND TASKS

1. Membership wants to do brochures for the different levels of membership. Sarah suggested all information is on the Membership website. We just need a one page tri-fold with membership, mission, vision, flashy/pretty. **Kim has provided content and basic layout and has asked for Nihal's graphic support for design.**
2. Awards Program. Shooting for September. Chris Eastman is going to head it up. **Not sure based on Chris' recent change.**
3. Sarah started decal/bumper stickers, but needs to have it finished. May ask National for help in design. **Will roll out next year. Need to add \$50 to budget.**
4. Should we include business card supplies in the budget for next year? **Probably \$75.**
5. Print material promotions – **Add \$150 for next year's budget.**

STATUS OF METRICS OF SUCCESS FOR THIS GOAL

| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE |
|-----------------------|--------------------|----------|
| See comments in bold. | | |
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[15 MINUTES] **“COMMUNITY EVENTS – 4 PER YEAR”** GURPREET MISRA

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| DISCUSSION AND TASKS | <ol style="list-style-type: none"> 1. May Art Walk – Art Goes Green. May 4th. Will have marketing materials there and we will request vendors bring out materials that have been recycled. Announcement today for volunteers – will add to calendar of events too. Sarah thinks she can come too, and possibly Randi. Sarah will print out business cards for the event and get other materials to Gurpreet before the event. 2. Emerging Professionals Committee is working with AIA Emerging Design Professionals in May for Art Walk. There may be an outreach opportunity there. Gurpreet will contact Aaron Glick. 3. St. Johns County is rolling out training sessions for energy efficiency. Gurpreet would like to get USGBC speakers signed up for the upcoming months. Lowry Shuler has met Ellen and Nihal, will get back when he thinks USGBC and St. Johns can do co-branding. Having trouble with low attendance. We will help them with co-marketing. Post Meeting: Added next event to blog, web announcements, calendar of events. 4. 2011-12 Calendar of Events will be prepared before July. 5. Riverside Arts Market – will look into it this week. 6. Solar Education Session for children at Jax Beach Elementary should be picked up in next academic session. See Green Schools. | | |
| STATUS OF METRICS OF SUCCESS FOR THIS GOAL | 1. Gurpreet will search for more free events and also will try to find any pertinent professional trade show in line with USGBCNF goal and mission. | | |
| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE | |
| See comments in bold. | | | |
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[10 MINUTES]

“PR – PRESS RELEASES/SOCIAL MEDIA”

INKA FINLEY

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| DISCUSSION AND TASKS | <ol style="list-style-type: none"> 1. Regular posting to LinkedIn, Facebook, Twitter, and Blog. Inka has set up a spreadsheet to try to get a handle on our metrics 2. Press release should be done for Green Run. When should we send it out? Need small marketing plan for Green Run – how to best promote it. 3. Media notices have been going out for events when we have enough notice. Think proactively on events we know ahead of time. For example, Carbon Nation, we should try to land a spot on radio or television. Inka will try to contact NPR. Aaron has reached out to Melissa Ross with a cold email, but no response. WOKV? Lots of jump offs for this particular event. First Coast Connect link. Maybe send to TV media to announce. Include in Folio. Need to add to our media list. 4. Need input from Board and Committees for Blog and Twitter content. Sarah promised she will tweet. Art Walk is a good one. Also reach out to RGBC to see if they want to be a part of it. | | |
| STATUS OF METRICS OF SUCCESS FOR THIS GOAL | Inka has created metrics spreadsheet – Articles published, media notices published, number of social media posts, Google Alerts, etc. | | |
| ACTION ITEMS | PERSON RESPONSIBLE | DEADLINE | |
| See comments in bold. | | | |
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Regular Monthly Administrative/Housekeeping Items

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| NEEDS/EXPECTATIONS FROM OTHER COMMITTEES, TEAMS, ED, SC, &/OR BOARD | <p>All: Keep your committee's webpage up to date. If someone wants a specific image on the homepage, email to Tom. Create flyers for events and forward to Emily and Kim for review and edit. Send info for weekly announcements/blog/Twitter. Ellen: Any feedback from UNF?</p> | | | |
| ACCOMPLISHMENTS WITHIN LAST TWO MONTHS ALONG WITH UPDATE ON DASHBOARD METRICS FOR COMMITTEE | <p>Continued sending weekly announcements. Silent PowerPoint for luncheon. April MS flyer Posted events to LinkedIn, Facebook and other media outlets. Posted content to Blog and other social media sites. Created registration and web posting for April and May events. Updated website with current events.</p> | | | |
| COMMITTEE BUDGET UPDATE (REQUIRED) | <p>Total revenues this month: 0 Total expenses this month: 0</p> | | | |
| COMMITTEE/TEAM ROSTER— (RED ANY CHANGES) | Name | Team / Title | Email | Phone |
| | Emily Crews | Chair/MACC | Emily.crews@tlc-eng.com | 904-396-8344 |
| | Tom Gentry | TL/Web | tomg@ttvarch.com | 904-798-8333 |
| | Kim Jowers | TL Marketing Materials | Kimberly.jowers@tlc-eng.com | 904-306-9111 |
| | Gurpreet Misra | TL/Community Events | gurpreet@greenap-inc.com | |
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