

USGBCNF Marketing, Advertising & Communications



NORTH FLORIDA

MINUTES

FEBRUARY 22, 2011 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, Randi Lasley, Sarah Boren (via telephone) Absent: Tom Gentry (sent in notes in advance); Nihal Alwakeel (sent in notes in advance); Kim Jowers (sent in notes in advance); Inka Finley; Gurpreet Misra (sent in notes in advance)

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:
 - o MASTER SPEAKER SERIES - 60 attendees (average)
 - o GREEN RUN - 300 attendees
 - o AWARDS GALA - 200 attendees
- Improve Communication
 - o INTERNAL – comply 100% with monthly reporting requirements
 - o 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

[30 MINUTES
CROSSED OVER WITH PR]

“[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"> 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"> Intersperse committee photos (posed and in action) in the LEED project loop on the home page. Done. Tom would include more, but we look kinda boring just sitting at Maggianos'. REQUEST- More pictures of doing stuff. If someone wants a specific image on the webpage, please email it to Tom. He hates making these decisions on his own. Rotating loop with sponsors on home page (to better manage page real estate). New articles from blog will be featured on home page? Emily created Facebook, Twitter, LinkedIn and Blog icons with links for signatures and sent to all chairs. Also included in weekly emails. Discussed doing a separate email for blog content / resources / poll question at bottom? Need champion for doing this. In the meantime, Emily has tried to reduce the size of announcements (limiting to next two-three upcoming events and reducing amount of text on each). “Request a Speaker/Expert” button on the homepage. Need to incorporate region map somewhere on homepage. Tom helped Lisa Kore with the webinar graphic. Asks that she keep him advised on the other action items involved in the webinar delivery. Added the Sponsorship Committee page. Discussed adding LEED APs to Memberclicks basic contact list. Tom can do it on the weekend. Sarah will get export file from Tom and sort it so he can re-import it. Ellen suggested we change “schools & government” to “blog” and change “commercial” to “upcoming events”. 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. Clarification on the Registration Late Fee issue. We don't have a problem with setting the fees in any
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	<p>which way, we just want some written guidance on what Programs actually desires. Sonja is meeting with MSL team and she will make a recommendation we eliminate them for the rest of this fiscal year. Sarah will send an email to MSL and other program teams recommending that (Post Meeting: Done).</p> <p>8. The monthly price of MemberClicks will incur an increase of 5% effective with the next billing cycle, starting March 15, 2011.</p>	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<p>Metrics for the website include Google Analytics – bounce rate, new visits, pages per visit, etc. February data: 391 Visits; 1,732 Page Views; 4.43 Pages per Visit; Avg. Time on Site: 4:03 Minutes; 54.73% New Visits</p> <p>Visits decreased by 43 last month, or approximately 10%. Page Views decreased by 441 or approximately 20.3%. Pages per visit decreased by 24.6%. Avg. time on site decreased from 5:28 minutes to 4:03 minutes (-23.6%); and new visits declined slightly from 56.45% to 54.73%.</p> <p>Metrics for weekly emails can be obtained through contact report on Memberclicks. February data: Total recipients: between 1114-1120, opens: between 95-184 weekly; bounces: 50; unsubscribes: 6.</p> <p>Most of the metrics were down for the last month, but increased total recipients for weekly emails by 13.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

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

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. Kim sent Sarah paper information for generic business cards. Sarah bought cardstock to pass out. Membership wants to do brochures for the different levels of membership – we will just need content. At the Steering Committee Meeting, Beth said at their next meeting, they will come up with brochure that can be used and emailed. Sarah suggested all information is on the Membership website. We just need a one page tri-fold with membership, mission, vision, flashy/pretty. Nihal is awaiting information about the next Green Carpet event. She will work on that when it is received. Awards Program. There will be a meeting to discuss. Ellen will invite Nihal. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
See comments in bold.		

[20 MINUTES] **“COMMUNITY EVENTS – 4 PER YEAR”** **GURPREET MISRA**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> May Art Walk – Art Goes Green. Solar energy workshop/class for school kids. Ellen and Sarah will contact Gurpreet about this. St. Johns County is rolling out training sessions for energy efficiency. Gurpreet would like to get USGBC four speakers signed up for the upcoming months. 	
STATUS OF METRICS OF SUCCESS FOR THIS GOAL	<ol style="list-style-type: none"> 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.		

[20 MINUTES] **“PR – PRESS RELEASES/SOCIAL MEDIA”** **NO UPDATE FROM INKA FINLEY**

DISCUSSION AND TASKS	<ol style="list-style-type: none"> Sarah believes we would benefit greatly from a very strong media list. Mayor's office has a good list that Sarah will grab. Regular posting to LinkedIn, Facebook, Blog. Established Twitter too. Inka Media notices have been going out for events when we have enough notice. Need input from Board and Committees for Blog content.
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.

