

GREEN COUNTY 4-H MARKETING/PROMOTIONS COMMITTEE  
Minutes from March 7, 2017

Location: Justice Center, Wisline Room

Date/Time: Tuesday, March 7; Brought to Order at 7:32 pm

In Attendance: Christina Johnson (Chair), Connie Heimann (Secretary), Sharon Blowhowiak, Dawn Smith, Roxanne Paul. Youth: Maylee Brauer, Royce Brauer

Minutes: With no corrections, the minutes from February 7, 2017 were approved as read.

Committee Goals: To plan and coordinate marketing and promotion strategies to increase 4-H membership in Green County.

Unfinished Business: The contact list needs updating. Sharon's new email is sblohowiak6@gmail.com. Royce forgot the laptop so he couldn't show us his You Tube tutorial.

New Business:

Name and Date for Fall Event: After much discussion we decided to call the fall promotion event "Exploring 4-H Day." The date chosen was Saturday, September 30, Noon until 3:00 pm. We will try to use the Youth in Action Building or Exhibition Hall.

Plan Exploring 4-H Day: We will focus on non-animal projects. Sharon will draft a flyer to advertise the event which can be available at the events where 4-H is promoted and the fair.

Cloverbud Brochure: Royce gave his suggestions for revising the county Cloverbud brochure. Some ideas were larger font, new images, better template, and more.

Promotional Kits: We decided to have four kits available for clubs to promote 4-H. We went over the list of items needed. Other brochures need to be updated. Maps will be available with updated club information as will larger posters. Potential new members can put their name, address, and club of interest on paper so they can be contacted.

Other: We need to create flyers to be used to promote 4-H at school open houses and registration days. We will make goodie bags for these events. Flyers could be put in local libraries. 4-H booths could be done at Healthy Kids Day at the YMCA (April 29), the Breakfast on the Farm (May 27) and at Farmers Markets using table displays and handouts. Flyers need to inform the public that there is more to 4-H than just the animal projects. We can create a clover collage of pictures. As clubs walk the floor at the fair they could man the table of promotional materials in exhibit hall.

Next Meetings: Future scheduled meetings are:

Tuesday, April 4 at 7:30 pm--Work on Budget  
Tuesday, June 6 at 7:30 pm

Adjournment: We adjourned at 8:55 pm.

Submitted by Secretary Connie Heimann