

Minutes from the combined Marketing/Membership Meeting

Monday, February 22, 2018

Enger Park Golf Club Clubhouse

Present: Rob Lucas, Greg Swor, Deb Harney, Konner Cooke, Jacob Scheitlin, Bev LeClaire, Solu Kangas, tony Dierckins

General:

1. It was clarified that the Marketing/Participation Committee's central goal is to help the city and management co. promote public golf in Duluth and attempt to increase participation at both public golf courses while the Membership/Fundraising Committee's central goal is to promote FODPG and keep the organization vital with increased membership and fundraising

Marketing / Participation:

1. We will work via email over the weekend to finalize a mission statement in time for board meeting on 2.26
2. Rob Lucas is going to connect with Anna Tanski at VisitDuluth to discuss helping the city and Billy Casper promote the golf courses.
3. Deb Schowalter is going to connect with Paul Schintz at Ridgeview C.C. to discuss expanding youth program to Enger and Lester
4. Rob Lucas noted that the Northland Foundation has grants for programs that support children, youth, and families—perhaps something we could look into to fund youth and family golf programs

Membership / Fundraiser:

1. It was decided that membership fee to join FODPG would be \$10. Greg Swor suggested a bag tag with the FODPG logo on it as a premium or "what you get" for signing up. We need info on a bank account where we can direct the online service to deposit donations.
2. Solu Kangas mentioned the importance of having a logo and contributed a sketched idea. Tony Dierckins said he will check to see if one his design interns had time to take a crack at designing a logo.
3. Tony Dierckins suggested a membership drive to get people to sign up that includes an online survey to gather contact and demographic data. Tony Dierckins and Rob Lucas will start working on a list of questions including those discussed at the meeting
4. Once a mission statement is adapted, Rob Lucas and Tony Dierckins will work on a press release about FODPG and try get coverage (online, print, TV, radio) to promote FODPG to the public. When president Stevens or Vice President Lee are not available for interviews, Rob will act as spokesperson.
5. Konner Cooke and Jacob Scheitlin are going to take over social media: Facebook, Twitter, Instagram, etc.

6. Tony Dierckins would like board's approval to put each committee chair's name and email address on website so those interested can join a committee or submit ideas to the group. has each committee selected a chair?
7. Generally agreed: website is functional but not well designed; does anyone know a web developer who can help us modernize the look?
8. Fundraising ideas discussed:
 - Before season starts: Raffle with the prize of season pass (Full? Family? Skyline? Jr.? One or two of each?). Need to find out if City/Billy Casper would participate, license to conduct a raffle, etc.
 - Online Donations: portal for larger contributions using PayPal or perhaps GoFundMe or some other service. Example: \$125 Par Level; \$250 Birdie Level, \$500 Eagle Level, \$1,000 Albatross Level. Need premiums for gifts to donors first.