

# 2021-1-6 - Marketing Report to the Board

## Marketing Report to the Chicago Market Board of Directors

1/6/21

### Person Reporting:

- Jonathan Hertel

### Will you be attending the next Board Meeting?

- Yes

### Team Primary Responsibilities:

- *[team charter is forthcoming--primary responsibilities are focused on guiding overall marketing strategy and executing campaigns in collaboration with sub-teams]*

### Team Chair:

- Jonathan Hertel

### Active Team Members:

- James Gignac
- Grant Kessler
- Sheri Reda
- Amin Shawki

*Briefly describe the work of the team since the last report in the following areas.*

**Current Team Initiatives:** *Describe what your team is currently working on, identify if you are "on time" and "on budget" for your initiatives, if not, please explain and describe your remediation plan.*

- "Refresh. Grow. Belong." campaign is underway (January into first week February)
  - Implementing campaign components and events

- Yes Vote campaign (Name TBD, Jan 14 - February)
  - Basic campaign structure and components being designed in advance of 1/13 Board vote
  - Discussing precise terminology to emphasize positive momentum while respecting appropriate limits around negotiation uncertainty
  - Initial campaign components will be run for owners, while timeline for further work after this owner communication is being finalized
  - If the Board votes yes, will be able to move swiftly on communicating with owners and the public about the decision

**Team Accomplishments/Impact:** *What are you or your team currently most proud of or excited about related to your work? Regarding impact, please list any metrics you are able to track for your work.*

- "Refresh. Grow. Belong." is the first owner growth work in nearly a year, designed to kick things off in the new year and take the first steps towards the ambitious 2021 owner growth needs
- First posters in some time are now up in Gerber windows
- *[Future reports will track impact more clearly against chartered goals]*

**Team Obstacles/Challenges:**

- Capacity. While we do have some excellent volunteers (Erik Slagter is designing the posters!), much of the execution for the upcoming campaigns will fall to the marketing team as well. Should continue to develop capacity of sub-teams as well as consider volunteer needs on the marketing team.

**Input, Decisions, or Participation Needed from the Board:**

- Join us for a video shoot at Gerber on 1/17
- There will also be opportunities to support post-yes-vote owner briefings

**Expense Update:**

- Spent \$59.85 on poster printing

**Team's Future Plans:** *Please include any timelines for upcoming tasks, responsibilities, activities, or events.*

- Enact team charter
- Continue to implement "Refresh. Grow. Belong." campaign
- Prepare materials as much as possible for Yes Vote campaign
- Work on strategy for post-January owner growth

**Team Member Update:** *Please include any dissenting opinions among the team to ensure they have a voice.*

- Team is discussing what post-January Owner Growth should entail. This may be a Marketing sub-team, or could be fully separate. Team will be developing volunteer position needs for this work and will update as decisions are made.
- Team is discussing Yes Vote timeline and the particulars around how to/whether to message before negotiations with the CTA are complete--team members raised questions around this may duplicate the messaging (now and after finalizing negotiations) and whether the uncertainty undercuts the message in January/February.

**Volunteer Time Log:** *Please log hours work between this report and your last for all work related to this group.*

- Hours for Team Lead: *[will begin recording with charter]*
- Hours for Team Members (total): *[will begin recording with charter]*

**Additional Notes or Highlights:** *What else would you want the board to know?*

- None

**Other potential content to report:**

- **Topics or content from the team for the monthly newsletter**
  - Refresh. Grow. Belong. campaign announcement
- **Upcoming volunteer needs**
  - There will be also be needs around post-January Owner Growth work. Will be delivering Position Descriptions to Volunteer Coordinator soon.
- *Upcoming Social Media or Marketing Support needed*
  - N/A
- **Upcoming important dates (meetings, events, milestones)**
  - 1/12: Refer-A-Friend Kick-Off Workshop for Current Owners

- 1/19: Owner Info Session with Caricature artist guest
- 1/23, 1/26, 2/4: Additional Owner Info sessions

*Based on template updated 12.10.2020 by Grant Kessler*



## **Discussion**

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