



**MEDA Marketing Working Group**  
**February 3, 2016**  
**10:00am – 11:00am**

**On the call: Tracy McIntyre, Luke Walawander, Ken Richardson, Anne Boothe, and Gloria O'Rourke.**

#### **Review**

Tracy provided an update of what has been accomplished to date. Pending projects to consider include: Banner Bug (s) for MEDA, Videos, increased social media presence, and possibly a sponsorship portfolio.

#### **Banner Bugs**

Toward the end of last year, Tracy and Luke compiled a list of bullet points that could be placed on banners for MEDA. The graphics on the banner-bugs would combine photos of people as well as successful projects. Committee members are to send photo suggestions to Gloria. Gloria will send the MEDA group photo to Ron (CTA Billings) as well as share Rotunda Day photos. Ken will contact Ron and get a summary of costs. The idea is to make one, and then produce two more as needed.

- Training – Coordinates Training for Economic Development Professionals
- Research – Exchange of Ideas and Successful Economic Development Efforts
- Tools – Advocates for Effective Economic Development Resources
- Connect – High Level Networking Opportunities
- Resources- Offers Resources to Communities and Businesses
- Voice – Represents Montana's Economic Development Professionals
- Information – Montana's Economic Development Clearinghouse
- Opportunity – Provides Updates on Programs and Funding Opportunities

#### **Videos**

The Food and Ag Center videos were very well done. Gloria will find out who did the video work.

#### **On the to-do-list and/or discussion list:**

- \* Elevator Speech
- \* Use press releases more: hold a press event during the conference for press to conduct interviews. (Make it easy for them to cover the story.)
- \* Business cards for the MEDA Board
- \* MEDA is the Chef for the plate of spaghetti.