



VOLUSIA COUNTS.  
EVERYBODY COUNTS.

## **Marketing and Communications Subcommittee Minutes Aug. 11, 2009**

**Members in attendance:** Pat Kuehn, Co-Chair; Molly Justice, Co-Chair; Manuel Borna; Jeanne Willard; Stephanie Redd; James Benderson

Members reviewed a proposed marketing plan presented by Pat Kuehn. The plan was approved with minor changes, including an increase in the budget for printed materials and decrease in other areas.

After brainstorming a number of slogans to represent the Volusia County campaign, members chose "Volusia Counts. Everybody Counts."

Manuel Borna discussed the importance of identifying partners to help defray the costs of the campaign. Partners would be recognized on the web site and marketing materials. Manuel volunteered to meet with major organizations to solicit partnerships. He also offered to design the campaign logo and create a basic design for marketing materials.

In discussing the advertising campaign, members agreed that it would be effective to use familiar local faces rather than stock photos.

Pat Kuehn will be the point person in placing advertising, securing approvals, and ordering printed materials. All items should be submitted to her for approval. She will run them by Volusia County Complete Count Committee Chair Joie Alexander and Staff Liaison Betty Holness for their approval also.

Jeanne Willard offered to write news releases, develop flier copy, and serve as the liaison to the Intergovernmental Subcommittee.

Molly Justice volunteered to write public service announcements and head the campaign's social media efforts.

Stephanie Redd offered to be the liaison to the Social Organizations, Faith-Based and Business subcommittees.

It was noted that several cities, including Daytona Beach, are creating separate Census Counts Committees. Pat will contact the city committees and offer to share information and artwork to ensure a consistent message.

**Next meeting:** 3 p.m. Wednesday, Aug. 19, at the Daytona Beach International Airport.



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Members made a list of persons to invite to the photo/video shoot at the Ocean Center Sept. 16. The list includes a cross-section of Volusia County with diverse ages, races and geographical. Pat Kuehn will schedule the models, county photographer Jeff Crumbley will take still photos, and Manuel Borna will be the art director for the photo/video shoot.

Pat shared ad templates created by Manuel Borna, and members agreed that they were eye-catching and creative. The use of local models will enhance interest in the campaign.

Molly Justice was appointed to be the liaison to the Housing/Homeowners Association Subcommittee, and Pat agreed to serve as the liaison to the Education Subcommittee.

Jeanne and Pat have sent out the committee's first news release, which was published in Hometown News and the NSB Observer. They will work together in creating copy for informational fliers.

Pat announced that she is developing English-language and Spanish-language web sites that will contain information about the Volusia County Complete Count Committee. They should be live by Sept. 1.

Pat will contact other subcommittee chairs and ask them to submit their requests for marketing collateral by Nov. 1.

Molly Justice, Jeanne and Pat will work together in creating and implementing a Speakers Bureau. Tasks include identifying community groups (Molly), scheduling speakers (Jeanne) and creating a PowerPoint presentation for use by speakers (Pat).

Pat will present the subcommittee's Marketing Plan to the Volusia County Complete Count Committee Sept. 10.

Pat noted that the subcommittee has moved from the planning stage into the production stage, so there may not be a need for further meetings. Members are asked to work independently on their tasks and submit items to Pat for approval. We can communicate effectively through e-mail.

**Next meeting:** To be called if needed.