Marketing Committee Meeting Minutes
April 16, 2024 @ 11:00 am

I.   Call meeting to order – 11:06 am

II. Attendance
- Kara Case/Palos Heights
- Laurie Murray/Pleasant Dale
- Tom Krauss/LWSRA
- Don Villalobos/Oak Lawn
- Paula Marr/Worth
- Jordan Desiderio/Crete
- Stacy Proper/Frankfort

III. Topic of discussion
   a. Benefits of technology
      LWSRA – Canva, Google Docs, monthly staff meetings try to add tech piece or refresher course to stay current, digitizing everything, updating event/program checklists.
      Worth – recently got Canva, Adobe Express for brochure design
      Pleasant Dale: utilizing registration software RecDesk, getting away from paper, pushing ourselves to use technology, using registration software for leagues
      Frankfort: use registration software to send email reminders/marketing, use TeamSideline for league schedules, rosters, team communication, and standings, PosterMyWall, Canva.
      Crete:QR Tiger to track scans, Canva, Flip Snack
      Oak Lawn: Canva, PosterMyWall, Pix Art to edit photos, Alexa Dot for reminders and to ask about the weather for softball.
      Palos Heights: Buffer to schedule Facebook and Instagram posts.
   b. Artificial Intelligence
      Oak Lawn: attended 2 sessions at conference on AI. Discussed helping with emails, league schedules, structure surveys.

Pleasant Dale: ran board report through Chat GPT with a mention of the trainings attended on Chat GPT and the language being a little different hoping to get a chuckle out of the Board members.

IV. Open discussion

Frankfort: Does anyone take videos at events & if so what with?

Crete: Looking at getting a GoPro, but right now use my cellphone. Edit videos on CapCut. Works well for Tik Tok.

Worth: creating slideshows to music using Photopia, AVS- video editing, converting.

Oak Lawn: looking into possibly getting a drone for shots of softball, volleyball, events

Worth: How far in advance do you market for programs and events?

Frankfort: Events, 1 – 4 weeks. Programs 1 – 3 weeks. I created a marketing strategy plan for my Rec team that I can share.

V. Next meeting – Tuesday, May 14 @ 1:00 pm
   a. Topic: Survey platforms

VI. Ajornment – 11:51 am