

Marketing and Promotions Committee

Chair Person: Appointed by President

Members: Board Member(s), Non-Board Members, Staff

Meetings:

Meetings will be held one time per month, approximately 1 hr. in duration. The committee will work with staff to determine time and location Members may participate by teleconference or videoconference as needed.

Responsibilities:

The committee guides the Board and staff in providing expertise and resources to assist DMA with branding, public relations and marketing initiatives and strategies in support of DMA goals.

Tasks/Activities:

- Develop Marketing strategy for the organization utilizing the following tools:
 - Website Development and maintenance
 - Social Media
 - Promote organization using best practices, e.g. press releases, newsletters, etc.
 - Outreach and partnership development
- Ensures marketing strategy is aligned with DMA's goals
- Advises staff in prioritizing marketing activities and assists staff in execution of marketing related initiatives.
- Educates Board about marketing strategies and the resources needed to realize goals.

Committee Decisions

- A quorum requires 50% of the registered number of members.
- A quorum is required for a meeting to convene
- The Committee must have a quorum to refer a proposal to the Board of Directors for final approval
- Referrals will act as motions before the Board and require a vote.