

CIC Marketing Committee Meeting Minutes

DATE: 2/10/04

Members present: Committee Co-Chairs - Stacey Bartnik, Guy Bargnes, Lisa Bellizzi, & Jordan

Discussion of the following points was made via teleconference:

- 1. Promotional activity for upcoming Nashville CIC meeting**
 - Stacy will forward the CIC flyer to committee members for approval. Upon approval she will forward the document to appropriate parties for distribution.
- 2. Related promotional activity for SCRS/Industry Issues meeting in Nashville**
 - committee co-chairs agreed that it should not be included on the CIC flyer due to conflicting messages that may be sent and costs that would be associated with the distribution.
- 3. Follow-up on Feedback from CIC marketing committee presentation**
 - Feedback from the last meeting reinforces the idea that the current website is "hard to read" and should be easier to navigate to review various committee reports/presentations. A thorough review of different graphics/colors was discussed. Jordan is working with Dave XXX of Auto Watch for different formats that would be easier on the eye. In addition, it was noted that submission of committee reports has not been timely or consistent. The committee decided to develop a procedure list that will give timelines for forwarding the documents to Jordan. We will suggest that Russell burn the CD of the various presentations and give to Jordan by the end of the meeting. She will have 1 week to get the information on the web-site. Jordan will create this document and it will be presented at Nashville.
- 4. Discussion of "New Look" Committee Pages on web-site.**
 - The Committee liked the format of committee chair's pictures and will proceed with this layout. Jordan will continue to work with Auto Watch for different designs and will forward any developments/changes to the committee for approval.
- 5. Communication of upcoming agendas/meeting content.**
 - Jordan will email all CIC members before each meeting with topics to be presented by each committee. In addition, after each conference, another email will be sent to members giving links to committee reports.
- 6. CIC Participant Survey**
 - In order to receive feedback on presentation effectiveness, the committee has decided to create a survey to be completed by all CIC attendees in Nashville. Karl Krug has agreed to design the survey which will be distributed in April.

Respectfully Submitted,

Lisa Bellizzi