

MRPA Facility Section Meeting Minutes
Tuesday, May 13, 2009: Bloomington Center for the Arts

Meeting was called to order at 10:10am

Attendees:

Ann Mosack, Jason Hicks, Travis Karlen, Kitty Baltos, Dale McCamish, Jodi Sarles, Sara Bluhm, Stacy Voelker, Rick Busch, Angie Jednak, Gina Gryniowski, Tracy Peterson, Bethany Adams, Michelle Snider, Mike Mattson, Tom Moriarty, Lisa Jost, Jamie Cassidy, Brad Martens.

Minutes from the March meeting were approved.

MRPA Board update: Dale McCamish, Michelle Snider

- Board met on March 25th, next meeting to take place May, 27th
- Leadership Academy held end of year celebration on April 22nd
- Disney Institute was a success with 170 persons in attendance
- Upcoming items:
 - Adult Sports Roundtable: May 20, 2009 – Plymouth Creek Center
 - Summer Leadership Workshop: June 6, 2009 – Eagan Community Center
 - MN USSSA Hall of Fame Golf Tournament: June 18, 2009 – Sundance Golf Course, Maple Grove
 - Annual Conference: September 22-25, 2009, National Sports Center, Blaine
- More information on each of these items is available at www.mnrpa.org

MRPF: Brad Martens

- Please consider becoming a member of the Minnesota Recreation and Park Foundation (MRPF)
- Benefits include:
 - Resume Builder
 - Networking with seasoned professionals
 - Professional development grants
 - New initiatives grant opportunities
- MRPF supports continuing education by sponsoring keynote speakers at the annual MRPA conference

Core Topic: Marketing and branding your facility presented by Rose McKinney: rose@risdall.com & Kevin Deshler: kdeshler@risdall.com, Risdall Marketing Group.

New Ways to Market Facilities

Kevin Deshler began the presentation with the following general comments:

- Social media is here to stay
- Everyone should have a LinkedIn account
- Surveys via Facebook, LinkedIn & Twitter are great for immediate user feedback

We all have a brand that we are selling:

- A brand is a promise or an expectation of your service

- Brands form perspectives and reputations
- What you are surrounding your brand with, sets you apart (advertising, event management, social media, etc.)

Risdall completed a survey of the Facility Section Members with the following results:

- Majority of respondents (43.8%) have been involved with Park & Recreation services for 10-20 years.
- Primary responsibility (87.5%) for Facilities Management with additional responsibilities for program direction, admin. and community recreation services
- Typical annual budget for entire department was \$1-\$3 Million
- Typical marketing budget was \$5-\$15 thousand
- Over half think their department could do a better job in creating measurable objectives
- 75% of respondents don't measure the effectiveness of marketing programs

Marketing Fragmentation:

- Has become a marketing economy where businesses are scrambling to find ways to stand out
- People increasingly are relying on trusted respected resources to make decisions
- The value of word of mouth has grown 1.5 times, on average, since 1997, and as a result is now valued about twice as much as advertising or editorial
- Nearly 70% of online adults use social media

Integrative Marketing:

- "An approach designed to make all aspects of marketing communication such as advertising, interactive, public relations and direct marketing work together as a unified force, rather than each working in isolation."
- Marry several marketing techniques together, more power in numbers
- Integrated marketing is the buzz in business today
- Move beyond the media buying
 - Online social networks, YouTube, Twitter, etc.
 - Only Rick Busch read the physical newspaper on May 12th (sorry Rick)
- The 2008 election had an amazing impact on online marketing
- The 4 C's
 - Consumer: Need to get in the mindset of your audience
 - Cost: What is the value?
 - Convenience: How do we make our facility the most convenient
 - Hours, easy to register, easy to contact someone, etc.
 - Communication: Two way not one way, use the participatory consumers

Integrative marketing-How's it done?

- Zero based budget: Forget about your budget for a bit, start over
- Media neutral: Be open to anything
- Cross-functional input: Go out and get ideas from other professionals, line level staff, customers, etc.
- Business-goal oriented: Has to support bottom line goal
- Measured by outcomes vs. outputs

Take advantage of integrative marketing trends:

- Engage the customer: Use technologies that enable a one-on-one dialogue with customers
- Integrate your off-line and online campaigns: Look for ways to drive traffic to a website
- Move off-line dollars online: The vast majority of Americans research their products online before making purchases
- Follow your customer: Place message where it will appear in the proper context to reach customer in the right frame of mind

How marketers are reaching customers today:

- Increased marketing to current and past customers:
 - Surveys, thank you mailings, special packages, testimonials
- Cross promotion:
 - Retailers, businesses, schools, residents, hotels, chambers, places of worship
- Create online visibility:
 - Twitter account, YouTube account, Subscribe to Digg, Delicious, Stumble Upon, blogs, Facebook, LinkedIn
- Search engine marketing:
 - Organic, sponsored, pay-per click, linking

Measure your effectiveness/ROI:

- Number of responses, media exposé, increased facility usage, increased response in a promotion period, web traffic, web metrics, social media mapping (how many conversations are you in), cost per lead, cost per qualified lead
- Recency-Frequency-Monetary Value
 - Time elapsed since last use of facility by customer/event
 - The frequency of use by customer/event
 - Average amount of money spent by customer/event

Questions:

Angie Jedinak asked how to sell Facebook to Council:

- See if an account already exists that you don't have control of
- Talk about time it takes, ask for a trial period
- If no policy exists to stop you...go for it
- Ensure that you have guidelines

Jodi Sarles stated that the city asked her to remove her Facebook page since the City had made one.

- Good idea to at least add a subsection to the page or event to keep a separate page

Roundtable: What marketing items are working for you?

Brad Martens:

- Eagles Nest Indoor Playground commercial promoted on Nickelodeon, Cartoon Network, etc. Also on YouTube and linked from website.

Travis Karlen:

- Movie theatre pre-screening, bring movie ticket in and get \$1 off, cost is about \$1,000 for 9 weeks

- Tour card for community center: Staff write hand written thank you and send out 2 free passes, have about a 70% sign up rate

Kitty Baltos:

- Take suggestion cards and post on bulletin board with responses, beginning to do this on the website as well

Dale McCamish:

- Use Rink finder to show open ice, use basic website, flyer, newsletter, etc.

Jodi Sarles:

- Email blasts, survey monkey to past facility rentals

Stacy Voelker:

- Brochure, Facebook is used for summer staff

Rick Busch:

- Wedding guide, Minneapolis-St. Paul magazine, City is very restrictive in what it allows

Angie Jedinak:

- Wedding Wire has worked well, wedding fair

Gina Gryniewski:

- YouTube videos are in the process-golf tips of the week, utility bill flyers, beginning e-newsletters

Tom Moriarty:

- Email blasts have worked but need to keep up on them constantly, have difficulty in knowing how many/what languages to use with diverse audience

Tracy Peterson:

- Currently working on re-branding

Bethany Adams:

- Emails blasts to specific ages through max solutions, open house with 5k that starts and stops at community center

Michelle Snider:

- Trade outs with radio & TV, citizens appreciation weeks-free golf or free fitness center for one week

Jamie Cassidy:

- Need to work on branding, electronic marquee outside building works great, email blasts, utility billing flyers, improving quality of materials

Lisa Jost:

- Trying to evaluate what they are doing, testimonials from past users-change out every two months, email blasts, survey monkey

Announcements:

1. Upcoming Meetings

- a. Friday, June 26th: Asset Management (cooperative meeting with the Fitness and Wellness Section)
- b. Tuesday, September 8th: Energy Efficiency
- c. Tuesday, November 10th: Strengthening Your Message Through Data Collection and Reporting

Adjourn: The meeting was adjourned at 12:05pm