

In attendance: Lynn McClure, Mike Kearns, Joe McBride, Alicia Stephens, Stephanie Neppl

Constant Contact

- Neppl reviewed the most recent open rates. It was noted the current template used is not optimized for mobile so Neppl will talk to Candid Marketing about changing to a new template. It was suggested to check number of forwards to see how many users are sending on the info they are receiving.

Marketing/Social media analytics

- Neppl reported that the website stats reported 20% of our users are looked at the website on a mobile device, and 25% of new visitors to the website came through social media networks.
- Twitter had a great month helped by many events including member tour, manufacturing day tours and the KCMO Linear Park event. Twitter engagement was up very high from last month though the number of tweets were down.
- The Youtube account had its first two subscribers and 112 minutes viewed. Parkville's drone video had 69% of the views this month.

Annual Business Excellence Luncheon

- The committee reviewed the invite and thought the word cloud graphic looked great and that members may very well want to use it.
- Gift ideas were looked at and the group chose a few they thought they were fun and would be a useful item.

Meeting ideas

- McClure suggested holding a social meeting themed marketing meeting to try and educate our members and maybe hook some more members to attend future meetings. We will brainstorm some strategies for 2017 and publicize them in the PCEDC newsletter in the future. It was suggested a specific theme of the meeting on a quarterly basis.