

June 2011 Committee Reports

**Marketing Action Committee Meeting** Submitted by Carolyn Templeton June 30, 2011

- The MAC is working on ways to promote 4-H across Alberta.
- We have created Roll up Banner displays, appropriate for a tradeshow or fair. These displays are available on the website through Resources.
- We are working on promotional items and took the idea to SMC where they told us they were looking for larger items as well as the smaller items such as iTunes cards and tattoos.
- We have developed a Club Orientation one pager and are looking for feedback from the regions.
- Alberta 4-H has a Facebook page and are quite pleased with the traffic we have received.
- MAC did a leader's conference session last year that was very well received, session was full and discussion was lively.
- Cameron and Susann did a research presentation and it is available on the website.

Short Term Goals

- Photo Contest is available on the website.
- We are working on an Alberta 4-H Logo
- We are looking to Regions to create a regional promotional/ budget and plan.

Long Term Goals

- Develop a section of the website for "Successful 4-H stakeholders"
- Family engagement strategies such as "Family Camp"
- Parent to Parent Recruitment drive, school involvement ○ School based ag based programs that 4-H could get involved with to promote 4-H and Agriculture

What we are looking for from the Regions

- What do you want MAC to do for the South?
- What items are you interested in for promotional material at a trade booth?
- What regional events do you want to see MAC at?

Camp Report: Cathryn Widmer

The time for camp is fast approaching. Most of the details have been finalized.

The 2011 camp fees are \$135 for junior camp and \$145 for intermediate camp. The staff will be Emily Wahl and Jarrod Rajote. Registrations have been tallied and there will be 45 delegates attending junior camp and 41 delegates attending intermediate camp. I am looking forward to successful, dry camps this year!!

The Sea Can has arrived. It will be delivered if the rain ever quits long enough to let everything dry up. I would like to thank the regional council for the money to pay for the seacan. It is very much appreciated. We will be purchasing shelving for the seacan and some new storage containers as well. This new storage facility will be so nice to have for all our supplies.