Marketing Group Meeting
October 19, 2009
6:30 pm - IHM Staff Lounge

- Bill Drake called the meeting to order at 6:35pm.

- Those in attendance included Estina Banks, Bill Drake, Marsha Green, Kris Kazmirzack, Jan Krzesicki, Angela Johnston, Chet Magaway, Cherie Richie, Laurie Smith, Pat Smydra, and Deanna Szarowicz.
  Those unable to attend included Michele Corey, Tashe Torok, and Chair Maureen Saxton (with notice)

- Bill led us in a workplace prayer.

- Those in attendance introduced themselves, provided a short bio of themselves and their family, indicated their interests and what they like to do for relaxation, and also told about skills, experiences, and talents they bring to the marketing group.

- The group then moved to what proved to be a very productive meeting! Much of the work was driven by agenda input from chair Maureen Saxton, who was unable to attend due to a long-scheduled business meeting away from Lansing.

  - Total attention was on the **welcome packet** our school uses for families who are either inquiring about enrollment or who are newly admitted to IHM – St. Casimir.
  - Angela led the initiative and guided the group through each piece of the old packet, as the group determined what information should be included in the new packet.
  - Particular emphasis was on revising the tri-fold brochure that has been used for a number of years. Parent Susan Hardy was contacted during the meeting and agreed to help generate a new logo to go on the cover of the brochure.
  - Grade 2 teacher, Pat Smydra (the "grammarian"), Grade 5 teacher Marsha Green, and all the other group members provided constant input and critiques about the new brochure and what should be included in the packet. Angela Johnston made the revisions on an existing brochure.
  - Deanna Szarowicz agreed to take the lead on all the graphic arts work, as well as the actual layout-and-design, on the project!
  - At the end of the welcome packet discussion, all in attendance agreed it was necessary to meet in seven days to review progress on the initiative. (See below – the next meeting will be on October 26th at **5:30pm.)**

- Bill then turned everyone's attention back to the agenda for the evening.
  Given the lateness of the hour, he encouraged everyone to review the remaining two pages of the night's agenda and to be prepared to continue the work on those items.

- Bill led the group in the Our Father, and the meeting was **adjourned at 8:30PM.**
  Angela and Bill thanked everyone for their attendance, their hard work, and their input tonight!

- **Next Meeting:** **Date: October 26, 2009**
  Time: 5:30pm
  Place: IHM Staff Lounge

Edited and submitted by Bill Drake :=)
Secretary to the IHM St. Casimir Marketing Group