

# THE AMERICAN LEGION DEPARTMENT OF WISCONSIN

## MARKETING & COMMUNICATIONS COMMITTEE

Department Spring Meetings, Portage, WI

Friday, May 6, 2022

10:00 AM

### MINUTES

Chair Joan Sallee called the meeting to order at 10:02 AM with a salute to the Colors, Invocation and the Pledge of Allegiance.

Roll Call was taken with the following in attendance:

Joan Sallee, Chair  
Jerrold Schultz, Member  
Paul Ciarelli, Member  
Bill Robbins, Member  
Allen Nohl, Member  
Linda Pfeiffer, DEC Liaison  
DuWayne Wieck, Department Historian  
Bonnie Dorniak, American Legion Auxiliary Liaison  
Greg Eirich, Department Commander, Ex-Officio  
Nathan Gear, Department Adjutant, Consultant

Excused:

Mike Feirer, Vice Chair

Commander Eirich addressed the committee and thanked them for their work.

**Motion by Jerrold Schultz, second by Paul Ciarelli to accept the January 14, 2022 Marketing and Communications Meeting Minutes. Motion Carried.**

Joan Sallee has contacted Districts 9 & 10 regarding spring meetings and hasn't received good feedback or invitations to the meetings. Marketing and Communications Committee would like to do workshops to support the 6 pilot posts to share public relations/ marketing and communications ideas to increase membership.

Discussion on cost of signage has spiked in the last two months and the proposals may not be cost effective. Commander Eirich referred to an email from Jim Johnson regarding costs of signage from a provider in Ozaukee County.

Recap on the plan for the 6 pilot posts include contacting district commanders to communicate during the remaining Spring Meetings the branding plan in place and the plan for the 6 pilot posts. Communication should also be made with the County Commanders for these 6 pilot posts. Russ Hanseter also spoke on tailoring a tool kit to each of the 6 pilot posts. He shared a list of suggested items for a tool kit. He suggested that we send 10-yard sign samples to the 6 pilot posts.

Linda Pfeiffer suggested contacting the County and District regarding the 6 pilot posts and doing a small group meeting with just the post and county and district commanders to go over pilot post plan. Jerrold Schultz suggested inviting the 6 pilot posts, their District Commanders and County Commanders come to one meeting/workshop to discuss the pilot post plan and share ideas for bolstering communications. Allen Nohl would like at least two members from the Marketing and Communications

**Motion by Jerrold Schultz, second by Paul Ciarelli to contact District and County Commanders to invite them to an upcoming meeting for each of the 6 pilot posts where Marketing and Communications Committee will share information on the pilot program and help develop a tailored plan for the post.**

**Motion Carried.**

Pilot posts

- Janesville Post 205
- Plover Post 543
- Florence Post 211
- Poplar Post 409
- Menomonie 32

**Motion by Allen Nohl, second by Jerrold Schultz to remove the date of death from The Last Bugle.**

**Motion Carried.**

Nominations for Public Relations Appreciation Award

Brian Roebke

Brad Hanson

Public Relations Appreciation Award for the Press Category was awarded to Brian Roebke, editor of The Heart of the Valley Times Villager and his staff.

Public Relations Appreciation Award for the Television Category was awarded to Brad Hanson, Evening Anchor at WAOW TV.

Meeting was adjourned per ritual at 12:00 p.m.

Respectfully submitted;

Joan Sallee, Chair