Iowa Medical Partners Officer Meeting

September 5, 2013

**Website Editor Missa Uhlman**

* Matt Uhlman analysis “Get more for your money through marketing”
  + Increase value for businesses
    - Create specific discounts for members only—discount cards or coupons on web
    - Show specific data of why businesses should want to invest in us
    - Allow different levels of advertising
    - Raise prices for advertising
    - Direct coupons on website to business websites
    - Require coupons to be used with MP member card, or print IMP on the coupon
  + Increase membership
    - Send member recruitment emails through the Residents Council

**Marketing Tina Willett**

* Marketing director needed ASAP for next year
* 2 marketing directors—one in charge of exclusive sponsors, one in charge of the rest (or put VP in charge of exclusives)
* Require members to serve a set number of hours (philanthropy, marketing, etc)
* How to market differently next year?—housing and real estate stay on site
* Exclusive sponsors to sponsor all large events, particularly winter dinner? If so, membership dues and marketing would only need to cover club budgets, website fees, and marketing materials. Less stress in fundraising if we have a set goal of what needs to be earned.
* Dentist would be prime for exclusive sponsor

**Treasurer Ali Jones**

* Budget Review
  + Ali to research how to make/market Member Discount cards
  + Need breakdown of how needs to be budgeted for each club, website ($100/year), marketing materials, and large events to project how much is needed to market next year
  + Mentality how “how much do we need” plus a cushion, vs “how much can we get” as a non-profit org

**Secretary Chelsea Cheney**

* Directory: email for anyone not wanting info listed on directory before sending out
* Man Group: Ali to plan one. Not good response from men
* Children’s Activities: Position filled

**Vice President Katie Wittry**

* Financial Night: not a good turnout last year—bad image for IMP. Don’t plan unless UICCU asks about it.
* Add responsibilities: Complete responsibilities for Exclusive Sponsors, head up recruiting—make sure everyone is involved and assisting.

**President Ali Holt**

* Is there a better time to transition officers? May, Jan? Maybe start beginning Jan and finish transitioning in Feb/March. Earlier transition if we can have marketing/recruiting things set as opposed to pushing problems onto new officers.
* Halloween Party planned—

**Action Items**

1. Get specific budgets for the year and how much is needed to earn for next year
2. Marketing position needs filled
3. Find exclusive sponsor(s): dentist?
4. Define and detail sponsorship plan
5. Define and detail next year’s marketing plan (emails or another meeting?)