

# Spring 2023 Marketing Meeting | Minutes

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**Meeting date & time**    May 15, 2023                      | **Meeting location** Longboat Key, FL

<b>Facilitator</b>	Challey Strader	
<b>Minutes Recorder</b>	Olivia Gulino	
<b>Present</b>	Ryan Cobb Jack Blundell Will Munkres Brian Gallagher	Andy Joy Jonathan Osei-Kuffour Darryl Thornton

## *Minutes*

The meeting began with a welcome to all present and a review of the minutes from the previous marketing committee meeting at the Winter Meeting. Challey Strader reviewed the anti-trust policy and the committee’s purpose as well as brief history. The purpose of the marketing committee is to increase brand visibility and grow SCOAR’s membership, especially in terms of owner members. This committee exists also to help promote scholarships that SCOAR makes possible. Brian Gallagher also reviewed SCOAR’s value proposition that this committee approved last May at the 2022 Spring Meeting:

*SCOAR builds and expands relationships between owners, contractors, suppliers, academic institutions, and industry organizations to address industry challenges and opportunities to improve the overall safety, quality and cost effectiveness of construction projects. We accomplish this through meetings and committees focused on best practices, knowledge sharing, networking, and innovation. Our committees are focused on safety, workforce development, and industry engagement.*

In reference to the academic programs that SCOAR supports, Darryl Thornton reviewed funding that SCOAR has supplied to a vocation center at a Charleston Public High School. He also noted that there are more opportunities to support similar vocational programs through SCOAR’s fundraising efforts.

It was also suggested that regional events in between meetings could be an additional value add for the membership. One idea was a regional Top Golf event. Olivia Gulino will research this possibility and report back to the committee.

A discussion took place regarding what the value proposition is for owners. Some of the cogent points made during this discussion were:

- Sharing best practices at a higher level.
- Owners can meet with vendors and contractors over a 3-day period instead of individual meetings spread over weeks or months.
- Will Munkres shared that Dewalt found value in membership in SCOAR because the members are the ones consuming their products on the basis of relationship. The investment SCOAR makes in fundraising and promoting workforce development is also important to Dewalt.
- The venues SCOAR pursues are a draw for potential members and owners.
- The general consensus was that the value of SCOAR is best understood by those who have been able to experience a meeting, so potential members should be encouraged as much as possible

to attend a meeting. It was mentioned that waiving fees for a potential member’s first meeting may also be a draw to attend and therefore join as a member.

A point of concern was raised that contractors might be hesitant to invite clients or owners to a SCOAR meeting in front of their competitors.

The need for a media kit with materials that can be used to invite potential members and owners to participate in SCOAR was reiterated. Olivia Gulino mentioned that the SCOAR executive staff is currently working on a membership drive that would provide these materials to the membership.

The discussion turned to SCOAR’s use of social media and how to improve this aspect of SCOAR’s public-facing activity. Some ideas raised were:

- Highlight a SCOAR member or safety program or good catch (once a quarter or every month)
- Member interview or spotlight with personal questions
- Consistent posting and encouraging engagement with posts
- Creating a social media content calendar
  - Focus on TOPs for Fall and other focuses for Winter & Spring Meetings
  - E.g. May is National Construction Safety Week, September is focused on national apprenticeship week
- Contact membership periodically asking for what is going on with the member companies that can be highlighted

A motion to adjourn was entertained, for which Ryan Cobb motioned. The motion was seconded by Will Munkres.

### *Action Items*

<b>Action Item</b>	<b>Person Responsible</b>	<b>Deadline</b>
Research possibility of regional events	Olivia	
Consult with the board on possibility of waiving meeting attendance fee for potential members/owners	Olivia	
Work on content calendar for SCOAR social media	TJC Group	