



THE SMITH HOUSE HEALTH CARE CENTER

SKILLED NURSING CARE FACILITY
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CITY OF STAMFORD, CONNECTICUT

Marketing Committee Meeting Minutes

Wednesday January 8, 2014

Smith House Health Care Center - Garden Room

Attended by: Robert Mislow, Maria Mallozzi, Vito Quivelli, Marlys Youngberg

- Called to order at 5:30 pm
- Review of Marketing Calendar and adjusted dates for Music & Memory (February), MS Awareness (March). Touch a Truck (April/May), Gala (early October)
- Review of Music & Memory Event. Received iPod donations and will have a recognition breakfast February 7, 2014 at 9am in the Garden Room. LTL Magazine article that explains the music & memory will be used on social media pages and media coverage.
- Review of RFP to be submitted this week for marketing management services. This will request a marketing and public relations firm to manage all aspects of a marketing plan and provide reports monthly at first and then quarterly. Mandatory pre-proposal walk through February 4, 2014 at 10am and final proposals to be submitted by March 1, 2014. We hope to have an April 1 start date.
- Foundation Updates – Possible list of people interested in joining the Foundation
- Marketing Your Nonprofit Organization course at Norwalk Community College on Feb 1 at 9am
- Discussion of what Mr. Mislow will present at next Board of Finance meeting Thursday January 9, 2014 at the Government Center.
- Meeting adjourned at 7:10 pm
- Next meeting on February 12, 2014 at 5:30pm at Smith House Health Care Center Garden Room