



Sisters of St. Joseph of Carondelet  
St. Paul Province  
Ministries Foundation

Bold Moves for Real Change

**Marketing Committee Meeting  
North Conference Room, Administration Center  
July 10, 2019**

**DRAFT**

**Present:** Jenna Bendel; Mary Connelly, CSJ; Kay Egan, CSJ; Alyssa Howells; Marni Kaldjian; Martha Nemesi; Mimi Pizzi; Bridget Sperl; Ralph Scorpio; Paul Tatro; Martha West.

The Marketing Committee convened in the North Conference Room at the CSJ Administration Center on Wednesday, July 10, 2019. The meeting was called to order by Paul Tatro at 11:35am.

**Prayer:** Paul led prayer.

**Minutes:** Paul asked if there were any questions or concerns about the May 8<sup>th</sup> minutes. There were no questions or concerns and Martha Nemesi moved to approve them with Kay Egan, CSJ, seconding the motion. All were in favor and the minutes were approved. Paul then asked if there were any questions or concerns about the June 12<sup>th</sup> minutes. There were no questions or concerns and Kay moved to approve them with Martha Nemesi seconding the motion. All were in favor and the minutes were approved.

Since Ralph Scorpio and Bridget Sperl were not present for the first ten minutes of the meeting, the committee discussed other business before Septemberfest. Kay Egan, CSJ, asked Mary Connelly, CSJ about any developments with her Cretin-Derham Hall (CDH). Mary would like to ideally make some sort of presentation at the reunion to attendees about the Ministries Foundation including an update about the Sisters. Mary told the committee that with being sick she isn't as far along in preparations as she would like to be. Her plan in the next couple of weeks is to meet with Ralph and draft a speech; she has not been in contact with the reunion's planning committee but will prepare something even if they do not give her a designated time. Martha Nemesi brought up that even brief updates about the Sisters who worked at CDH during the time would be great because people are always interested in that sort of information.

**Septemberfest:** Mimi Pizzi passed out a printout about the event which included the new design, a mission statement, marketing and social media, activities, music, food, a "plan B", donations, information tents and ideas.

**New Poster Design:** Marni Kaldjian designed new poster and marketing materials and showed them to everyone on her computer. All on the committee were pleased with the results and thanked Marni for her hard work. The same event logo was used and the icons for beer, food and music were kept the same as last year. Bridget asked if there was enough branding with the CSJ logo; Marni talked about how on most of the materials there was some quote that read "Connect with Sisters from the community...", etc. and that it was clear the event was about the CSJs. Overall the new poster designed was well received and Marni did a great job.

Mission Statement: Mimi asked if there was anything people wanted to add. Jenna recommended adding “community” after ‘Sisters’ so it will be more welcoming to everyone. The committee was in favor of this addition and Mimi will add it to the document.

Marketing and Social Media: The current plan for marketing the event is to put it into any sort of publication that is possible. There was mention of it in the most recent Good Age publication alongside an article about the Sisters. Ralph mentioned that there is a possibility we will be advertising in the MN Women’s Press soon and an advertisement would be placed in their next publication as well. Bridget then asked if there were any organizations we were overlooking to use for advertising. Mimi will brainstorm about this and email out any ideas she has; it was mentioned that advertisements could be placed in the service sites of the St. Joseph Worker Program. We have secured three billboards with the most prominent one being on the corner of Marshall and Cretin Avenues; it will be put up August 12<sup>th</sup> and will be up for four weeks.

Activities: The main point of the activities is to capture more people for the Foundation’s database along with providing a fun event for the community. Mimi talked about how if we charge for activities it is less likely we will acquire as much information. The committee agreed and decided that there would be no charge to participate. All the activities will be family friendly with ‘prizes’ being donated baked goods, vouchers for the food trucks or a free drink. Most of the activities will be kept the same as last year, with new additions being a cake walk and a potential sing-along led by the McDonald sisters; Mimi will follow up with them to see if they are interested.

Music: Mimi has asked Trevor and the Coro Flamenco Choir to perform again and is waiting to hear back from him; she will let us know when she knows.

Food: So far there are three food trucks confirmed with two agreeing to donate a percentage of their profits to the event. Lucky Brisket BBQ, Purple People Feeder and 9 Yum Yum will be on site and an additional truck is still in the works. Bridget brought up that a food truck owned by a person of color would be important to add and Mimi will reach out to a contact she has to see if they are available. Both Marni and Jenna Bendel advocated for adding another truck that has more vegetarian options since that was lacking in years past.

Plan B: Joan Phillips has agreed to let us use Carondelet Center if it rains for free.

Donations: It was decided that there will be multiple donation sites at the event with an emphasis put on ‘support’ instead of ‘donate’. Mimi brought a locked box as an example that had a space for a sign; Kay stressed that the box needs to be obvious and the committee agreed.

Information Tents: There will be similar stations as last year and there was discussion about having a cohesive, integrated document that briefly outlines our ministries and impact. This could potentially be on the back of a ‘map’, be on the nametag table, next to the donation box, etc. The tents will be run by volunteers.

Additional Ideas and Updates: Mimi met with Joan Phillips and Stacy Jacobson; they have agreed to be on the ‘Septemberfest Committee’ and will help her get things together moving into the fall. Bridget suggested that Good Ground Press could have a book stand along with catalogues from Wisdom Ways Center for Spirituality.

Kay asked what connections we have with St. Kate's so we can maximize marketing. Donna Hauer has connections at the school as well as Jennifer Tacheney and Jill Underdahl, CSJ. Paul brought up that there are nursing students and volunteers who work at the clinics. Bridget also recommended that specific invitations be sent to student groups at St. Kate's to increase our welcome.

Lastly Bridget asked Mimi what else she needs from the group to continue to move forward. She will take time to reflect on the ideas that were brainstormed and will let us know.

**2020 Carondelet Gala Honorary Chairs:** Ralph outlined what should be included in the next honorary chairs. Along with having clout in the community, the next honorary chairs should bring in new attendees and donors, fill at least one table, provide a list of people that can be invited who have not attended in the past and they can not be closely affiliated with St. Kates.

*Ideas included:* Mark and Karen Ronhouse, Patricia and John Gries, Brock and Martha Nelson (have been asked in the past but never participated), Dave Nimmer, Dr. Chu (optometrist/ophthalmologist that has donated items) and Kay suggested Ralph talks to Sister Rosalind Gefre since she has connections with the Saints – and knows Bill Murray!

Ralph let the committee know that this was a good starting list and he will investigate following up with individuals. Ideally the chairs should be confirmed by the end of the summer and ideas can be sent to him ongoing until then.

**Additional Updates:** the next edition of Bold Moves has commenced and branding work for the Province will start in earnest after Chapter.

**Adjourned** at 12:45pm.

Respectfully submitted,  
Alyssa Howells, CSJ Ministries Foundation