



**KNIGHTS  
OF COLUMBUS**  
IN SERVICE TO ONE. IN SERVICE TO ALL.

**MARIAN COUNCIL 3827**  
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## **1st Marketing Committee Meeting of Fraternal Year 2010 – '11 Monday, July 19, 2010**

Called to order at 7:04 pm by chairman M. Gigot. Present: L. Fair, D. Williams, J. Breitfeller, B. Belanger, R. Peller (Auxiliary). Excused: J. Touw. Absent: M. Waldmann, P. Nelson, J. Taylor (Fraternal Corp.), R. Bartolotta (Home). Guest: P. Rickert (Respect Life)

Minutes of June 21, 2010 meeting were approved.

### Unfinished Business:

Softball Tournament - J. Rasmussen had told Rita that Budweiser would make a KofC banner; this did not happen and our work went unnoticed. Rita/Jim B. writing a news release.

Member questionnaire and development of a portable banner for Round Tables were tabled.

Website - banner ads are up; landing page is nearly done. All our parishes link from their sites to ours. Jason will record our Respect Life and Lecturer series to raise search-engine traffic. We have 894 eNews subscribers. Most popular topics were the elevator and banquets.

Dining for Schools/Tootsie Roll beneficiaries - Rita is pursuing a Serra Club event.

Trivia Night – Mike W. may need us to promote a Nativity School event at the hall in Feb.

### New Business:

Last year's achievements - redesigned website and author training, weekly eNews; table tents and menu inserts; Dining for Schools; and public relations regarding the 2009 theft.

This year, focus on visibility in our parishes/schools. We cannot get a regular church bulletin column, but will ask Round Table chairmen to get mentioned for each of their projects. Grand Knight will expect a hall event for each parish like last year's Clergy Dinners. Ideas include a patronal feast day observance, Christmas party, teacher appreciation or staff recognition dinner.

Grand Knight will expect articles from all committee/event chairs, to be pasted on the website. We will coach those needing creative help but will not write articles or press releases for them.

Pat R. asked help promoting the Respect Life series in the *Catholic Spirit* and parish bulletins. It was clarified that he will provide an article for each upcoming speaker.

Leo will invite the state's New Council Development chair to visit and discuss intentions.

M. Gigot will generate a news release of officers installed.

It was agreed to provide limited support for the Fourth Degree, provided one of their officers joins the committee to handle that responsibility.

Next meeting is 7:00 pm Monday, August 16 with Doc as prayer leader. Adjourned 8:30 pm.

- Mike Gigot, Chairman