



MINUTES OF
Media and Communications Meeting
The Crown Plaza
THE AMERICAN LEGION

Date: 2-12-2022 Time: Convened 11am Adjourned: 12:01pm

Attendance: Committee: 4 Guests: 18 Total: 7 Districts Present - 2-3-4-5-8-16-18

Complied by: Jill Gentry, 179 Approved by: Greg Spight

Meeting opened at 11am

Roll Call:

A quorum was present . Don Mraz was excused

Meeting Minutes:

Previous meeting minutes were read. The unofficial meeting minutes from September meeting minutes were read because a quorum was not present for this meeting. Bud Hansbarger made a motion to approve the minutes once corrections were made. Jena Wilmers 2nd the motion. Motion passed.

Jena Wilmers was nominated to serve as vice chairmen of the committee by Sarah Eisenhardt . Jill Gentry was appointed secretary by chairman Greg Spight.

New business:

Jim Showers is the new Department media coordinator. Goals he would like to bring to life all of the positive things the Dept of Michigan is doing and continues to do. He hopes to develop guidelines for good membership practices and recruitments, and establish a playbook for membership directors. He looks forward to working with the committee and assisting us. If there are things going on at the district or the post, get Jim the info and he will get it on the Department social media page. His contact information is Media@michiganleg.org & 517-220-2747.

An update was provided on the I-500. FLO TV & HBO and a ton of radio stations were present for PR. The committee spent \$750 on advertising the legion family. Issues to consider for the future is the tent is very small and workers have to rotate in and out to stay warm. In order to get a larger tent we will need to raise \$5,000 for a new tent. It was suggested to crowd source and ask the posts in the state to help raise the funds. We should also engage the media coordinator for advertising. The total cost for rooms is \$3000 (which is covered by department), \$400 for the scholarship, and a ½ dozen roses for the I-500 queens. A trophy is given to the highest ranking team that has a veteran that serves on their team. Out of 32 starting racers 26 had a Veteran in their team. If you would like to donate to the cause to help us raise the \$5,000 make checks out to the department of Michigan foundation and in the memo like put to the I-500. Jim Showers will send out a flier within the next 2 weeks. The foundation is a 501(c)(3) so any donations can be written off.

Joe McCellan made a motion to donate \$1000 dollars from the Media and Communications budget to I-500. Frank Roche 2nd the motion. Motion passed.

The American Legion Department of Michigan is a member of the Michigan Associated Press Club and may be able to help us resurrect an award the department used to give to outside media companies who published articles supporting Veterans and their families. Jim Showers will look in the archives for the criteria for this award and will print it in the Legionaries before the Department Convention.

April 7th, 2022 there will be a WWII memorial ground breaking at 2pm in Royal Oak.

Sandy Lipman is working with Jim Showers to compile a list of all Posts FB pages so links can be put on the department webpage.

Wayne Blank (Zone 2, District 2) Jr. Shooting—the media and communication could assist this program with support to advertise this program. We need to get registrants in order to do business. A new chairman for this committee is needed.

Discussion surrounded that the department is failing at getting the Legion message out to blue cap members (the grassroots members). Strategies were discussed to combat some of these issues.

Frank Roche made a motion to adjourn the meeting. Sara Eisenhardt 2nd the motion. Motion passed.

Meeting adjourned at 12:01pm