

Naturally Meramec Consortium

Regional Meeting

December 5, 2019

Meramec Regional Planning Commission, 4 Industrial Drive, St. James, MO

6:00 p.m.

Meeting Minutes

**Call to Order:** Mark A. Perkins called the meeting to order at 6:08 p.m.

**Approval of Minutes from the November 7, 2019 meeting:** Mark A. Perkins presented the minutes for approval. Tim Smith made a motion, seconded by Tamie Cape, that the minutes be approved as presented. Motion passed.

**Staff Report:** Meramec Regional Planning Commission staff provided an update to Naturally Meramec Consortium attendees on the upcoming events for Naturally Meramec. Mark A. Perkins reported that the Naturally Meramec Consortium has grown to 79 members.

**Presentation:** April Barnett, Digital media Strategist, from Caledon Virtual made a presentation on “Defining Digital Success”. Agenda items that were discussed were: Key Performance Indicators, Ways to Succeed, Defining Success for Specific Tactics, Why Defining Success is Important, and Ways Caledon Virtual Can Help. A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Ways to succeed include landing pages, reporting and benchmarking, and goals. Defining Success for Specific Tactics include Pay-Per-Click (PPC) Ads, Search Engine Optimization (SEO), social media, and social media advertising. Why Defining Success is Important includes the direction for you and your team and growth.

**MRPC Staff Presentation:** Mark A. Perkins presented a draft of the Missouri’s Meramec Region Food Hub Feasibility Study. There were discussions on the outcomes as well as the recommendations moving forward from the study. Topics included the Table of Contents which also included detailed discussions about the following chapters: Executive Summary, Introduction, Food Deserts, and Study Scope and Methodology.

**Announcements:** The Naturally Meramec Consortium attendees were able to make any announcements about their business and discuss any upcoming events.

**Next Meeting:** The next Naturally Meramec Consortium Regional Meeting is scheduled for Thursday, January 2, 2020 at 6:00 p.m.

**Networking:** After the meeting, Naturally Meramec Consortium attendees were able to network with other attendees.

**Adjournment:** Tamie Cape made a motion to adjourn, seconded by Ron Selfors. Motion passed.