

Naturally Meramec Consortium

Regional Meeting

January 30, 2020

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

6:00 p.m.

Meeting Minutes

**Call to Order:** Deb Kleinheider called the meeting to order at 6:00 p.m.

**Approval of Minutes from the January 2, 2020 meeting:** Deb Kleinheider presented the minutes for approval. Jordan Ray made a motion, seconded by John Gulick, 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. Samantha Maddison reported that the Naturally Meramec Consortium has grown to 86 members. Caitlin Jones reported on the Naturally Meramec website and the Naturally Meramec Facebook page.

**Presentation:** Hannah Riley, Search Marketing Specialist, from Caledon Virtual made a presentation on “Benefits of Consortium Social Media Engagement”. Agenda items that were discussed were: Defining social media engagement, Who to engage with on social media, Why social media engagement is important, What social media platforms to use, and Best practice for social media engagement. Social Media Engagement is the interaction with posts, including liking, sharing, and commenting. Engagement can also include tagging another organization and company in relevant posts. Social media engagement leads to boosted engagement for all in the Naturally Meramec Consortium. Like, comment, and share posts from Naturally Meramec and the Naturally Meramec Consortium. Make a concentrated effort on Facebook!

**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, February 27, 2020 at 6:00 p.m.

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

**Adjournment:** Jordan Ray made a motion to adjourn, seconded by Tamra Cape. Motion passed.