

**OWOSSO HISTORICAL COMMISSION  
SPECIAL MEETING  
FOR THE PURPOSE OF  
MARKETING AND ADVERTISING ONLY**

**NOVEMBER 5, 2014**

**6:00 P.M.**

**PRESIDING OFFICER:** Elaine Greenway

**PRESENT:** Elaine Greenway, Chair; Jennifer Mahoney, Vice Chair; Sue Ludington, Sue Osika, Lorraine Weckwert

**ABSENT:** Erin Powell

**CITIZEN COMMENTS AND QUESTIONS:**

None.

**DISCUSSION:**

Discussion was limited to strategic planning for OHC Marketing and Advertising initiatives. No decisions or concrete action was taken regarding any Marketing and Advertising at this time. The following are some of the topics and possible initiatives that were discussed:

**Strategic Plan for OHC includes Mission and Vision Statements (Values and Principles)  
New “Brand,” Advertising, PR, Website & Social Media**

**MARKETING – ADVERTISING – BRANDING GOALS:**

- Define Mission & Vision
- Rebrand OHC.
- Develop new web site that includes all components of the OHC, not just the Home Tour.
- What is currently the “face” of the OHC, our historic structures and collections?
- What should be the brand or name that clearly defines marketing strategy for the entire OHC collection? The octopus has many arms, but what should we call the head?

Thorough strategic planning sessions, all of this will then become the architecture and road map for our new web site.

- By December 15<sup>th</sup> (?) put together 2015 Marketing and Advertising goals and initiatives so we can start developing a comprehensive M&A plan to support those initiatives. It’s rather late in the game but we can do our best!
- Establish an overall Marketing budget for the entire fiscal year, looking towards 2/3/4/5/10 year(s) plans
- Establish an ongoing schedule for press releases – submit press release for Curwood Castle renovation and recent acquisitions and new Director hire, where I can roll out OHC Vision and upcoming schedule of events.

- Use Constant Contact to start developing a database.
- Social Media – Face Book & Twitter.

The four 'Ps' of marketing are Product, Place, Price and Promotion.

**PRODUCT:**

**THE OWOSSO HISTORICAL COLLECTION under the Leadership and Direction of  
THE OWOSSO HISTORICAL COMMISSION**

**History, Experience**

Under the Leadership and Direction of the OHC	Other Important Components of Owosso History
Curwood Castle Writing and Conservation Studio Gould House Ivan Conger Archives & Archive Room Comstock Pioneer Cabin Woodard Paymaster House Home Tour	5 Historical Districts Owosso Historical Society Steam Railroading Institute Shiawassee Arts Center Lebowski Community Center Historic Cemeteries Historic Churches

***James Oliver Curwood – Imaginer***

- Writer
- Adventurer
- Pioneer in Films
- Pioneer Conservationist
- Innovative
- Iconoclast

**PLACE:** Owosso, Imagination (Nostalgia)

**PRICE:** Currently VERY inexpensive

**PROMOTION:** Web Site, New PR and Marketing and PR Initiatives, Home Tour, Historical Exhibitions, Social Media.

**MISSION & VISION:**

HISTORICAL COMMISSION VISION STATEMENT:

***To Foster Appreciation and Discovery of Owosso Heritage.***

HISTORICAL COMMISSION MISSION STATEMENT

***The purpose of the Historical Commission is to recognize, preserve and bring public attention to the historical treasures of the city and to promote a historical interest in the arts. The commission is responsible for the permanent perpetuation of the history of the city.***

**BRAND:**

Use the original architectural plans of the Curwood Castle to

**MARKETING CAMPAIGN:**

**“Passport to History – Destination Owosso”**

**NEXT REGUALR MEETING**

Monday, November 10, 2014

**ADJOURNMENT**

MOTION FOR ADJOURNMENT WAS CALLED, MOTION CARRIED UNANMOUSLY.