

Progress Report

3/15/23

PREVIOUS MEETING GOALS:

- Office Administrative Assistant Position Filled
 - Essentials & Supplies
- 2023 Sponsorship Catalog
- Past Due List Updates
- Board Directory / Introduction
- SVCC Impact Program - Insurance Copy

CURRENT MEETING GOALS:

- Past Due List Updates (Create Contact Column) Sent to members to make contact and notes on account status
- Office Supplies: Desk/Computer/Printer/Phone
- Storefront Inventory Budget / Order Shelves
- Mothers Day Brunch Vote
- New Board Member Applications -3
- Request for time off -RFM
- Byron Fest Ticket Contract

ACCOMPLISHMENTS:

- 2023 Chocolate Trail - Printed & Delivered. New rack cards available in office
- Designs for Shamrock: Done
- Website Draft Design Meeting with Terry and Steven.
- Fixed Comcast billing for the 2nd time
- Started working on designs for Local Menus
- Working on new member packets and list
- Plan to rework and design website along with new oregon area brochures

ROADBLOCKS:

- Past Due Memberships / Member payment accountability
- Lack of communication with card / banking issues
- GoDaddy Account issues due to banking issues
- Email Account issues due to banking issues
- Unpreparedness for new office administrator

PROPOSALS / RECOMMENDATIONS:

- Laser Printer for office.
 - Will cut back on time and items that are sent off to Fischers

MEMBERSHIP REPORT:

Current Member Count: 206

- NEW Submitted Applications
 - Beam Beauty Bar
 - Rock River Retreat
- DROPPED:
 - Hydro Bar

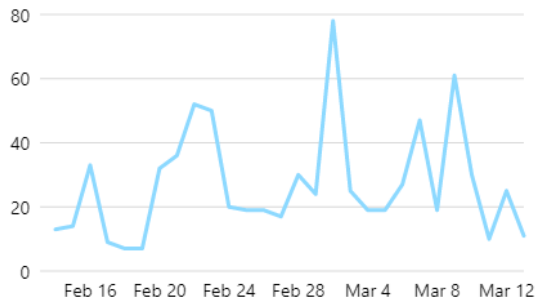
SOCIAL MEDIA REPORTS:

- Boosts:
 - Shamrock The Town Event: \$52 / Reach: 7,892 / 220 Link Clicks
 - Shamrock The Town Post: \$32 / Reach: 5,938 / 196 Link Clicks
- Advertising Totals: Feb 12 - March 13
 - Reach: 13,216 / UP 100%
 - Post Engagement: 504 / UP 100%
 - Link Clicks: 415 / UP 100%

Page and profile visits

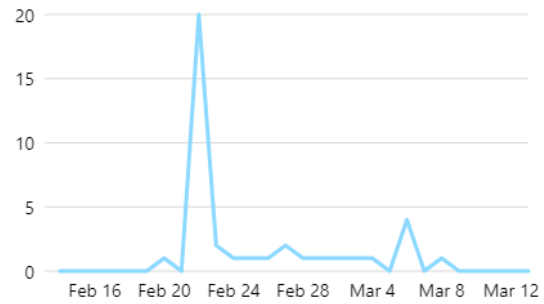
Facebook Page visits ⓘ

753 ↑ 69.6%



Instagram profile visits ⓘ

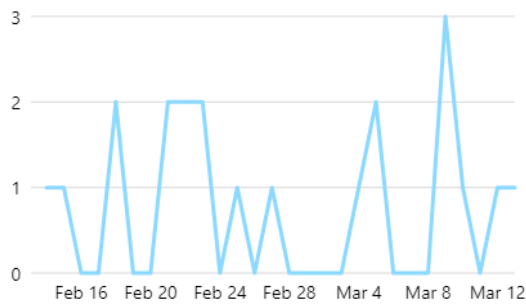
38 ↑ 72.7%



New likes and follows

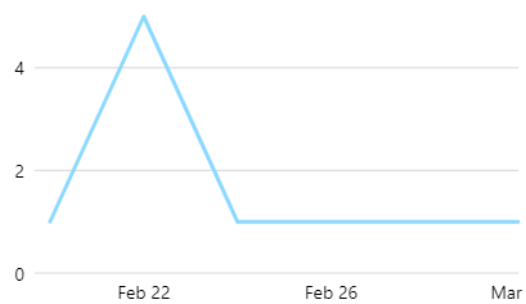
Facebook Page new likes ⓘ

21 ↑ 200%



New Instagram followers ⓘ

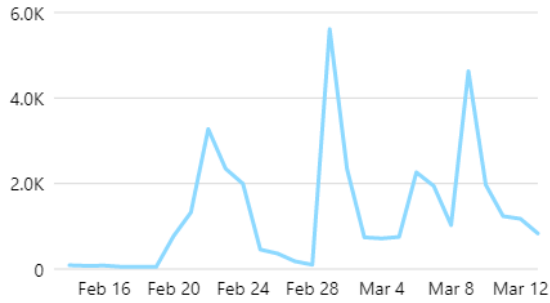
10 ↑ 100%



Reach

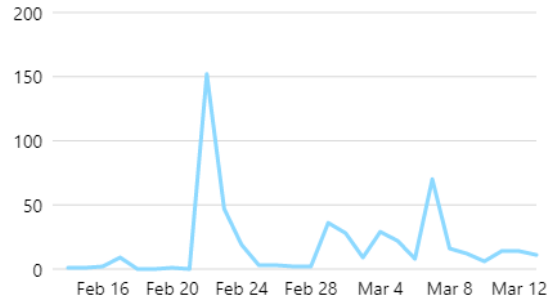
Facebook Page reach ⓘ

20,662 ↑ 186.2%



Instagram reach ⓘ

413 ↑ 158.1%



Ad trends

Paid reach ⓘ

13,216 ↑ 100%

Paid impressions ⓘ

25,782 ↑ 100%

