



141 S. Jackson St. | Jackson, MI 49201 | ph: 517.764.4440 | Fax: 517.780.3688 | ExperienceJackson.com

Meeting: Nobody Ever Tells Me Anything (NETMA) Committee Meeting

Date: Tuesday, May 26, 2015 from 4:00 to 5:00 p.m.

Location: Carnegie Library's Auditorium at 244 W. Michigan Ave. in Downtown Jackson

Present: Jennifer Cronkhite, Whitney Williams, Jacqueline Austin, Alex Cash and Sharon Mack

Group purpose – This group is being created as a support group for event organizers to strengthen the festivals and events in our community and facilitate awareness of events in the larger community.

Future Meeting Structure – Future meeting will continue to occur monthly for an hour to an hour and a half. Moving forward meetings should consist of four basic parts:

1. Up to 2 minute introduction/event updates by all organizations in the room
2. Panel or guest speaker on a designated topic with a topic specific Q and A
3. Open forum where attendees may pose a question to the group for collective problem solving or referrals. If time allows and everyone has had a turn multiple questions maybe posed to the group.
4. Open networking

Members are encouraged to bring a one page, one sided update to all NETMAs. This one page update will be collected from those attending the meetings and placed in a downloadable PDF "flyer packet" which will be sent to all NETMA members, placed in the Weekend Event Rundown and on the Experience Jackson website. Only the events and organizations which have attended a given meeting will be able to place their update in this month's flyer packet.

Communication Between Meetings – Experience Jackson will continue to email the group minutes, agendas, flyer packets, and meeting reminders. If a member of the group has a time sensitive question or if an issue arises which a member feels should be posed to the group before the next open forum, this member should email Jennifer and she will email the whole group asking anyone with a solution to contact the asker directly. It was agreed; Jennifer will not release the committee's email list to someone asking a question or put the email list on the CC list to limit the amount of replying all.

The NETMA Committee will meet regularly on the 4th Tuesday of the month at 4 pm in the Jackson District Library Carnegie Branch's Auditorium unless otherwise noted. 2015 committee dates include June 23, July 28, August 25, September 22, October 27, November 24 and December 22. For more information on NETMA please visit ExperienceJackson.com/NETMA or contact Jennifer Cronkhite, Marketing Director at 517-764-4440 or Jennifer@ExperienceJackson.com.



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Call for Co-Chair and Secretary– None of the individuals present accepted this role and it will be added to the next agenda.

Key Goals Discussion

1. 2 year calendar – There isn't a need for a two year printable or physical calendar of events. Jacque submitted that as long as all the event organizers are told to put their information in the same place, like ExperienceJackson.com/calendar, there isn't a need to have a printable version. The members in attendance agreed. Current calendar functionality, including the ability to search by a future date range and key word searches, were discussed. The calendar user experience on mobile was discussed and Jennifer advised Experience Jackson currently uses a mobile website and has a contract underway to make the whole website responsive by the end of 2015.
2. Forum for best practice sharing – Guided discussion based on the Event Gatekeepers Guide and other topics suggestions is considered valuable to the group and it was decided each meeting should have both a structured discussion on a given topic and time to ask other nonrelated questions to the whole group.
3. Downloadable tool kit – It was agreed the /NETMA page should have a topics list which indicates which meeting minutes should be downloaded to access a given piece of information. However, there was limited discussion beyond that point regarding the need for a downloadable tool kit for current or potential event organizers.

Michigan Festival and Events Association – Experience Jackson's offer to fund a one year membership to the MFEA was discussed and the Amazing Race is already a member of MFEA and the JSO, Sandhill Crane (Pioneer Wine Trail) and Fitness Council are interested in learning more. Jennifer will contact MFEA and send more information to the group as appropriate.

June's NETMA Meeting – The June's meeting designated topic should be volunteers and sponsorships. Jacque advised she knows Stephanie Schiro of the United Way and will ask Stephanie if she could present on volunteers.

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