

Visioning Team Meeting

Wednesday, August 7, 2013 • 6:30 PM • DYM Building Conference Room

Present: Larry DeHaan, Tony Broersma, Paul Scharringa, Alex Snider, Jim Hoekstra, Jeff Bakhuyzen, Bob Kuipers, Trent Elders, and Dick Broene

Absent with Notice: John Kaashoek, Mark Stob, Mark Brookhouse

Absent: Tim Deemter

I. Opening and Preliminaries

- A. Jim Hoekstra read 1 Corinthians 2:9ff. He said we must rely on the Holy Spirit if we are to have the mind of Christ. He opened in prayer.
- B. M-S-P to approve the minutes of the June 20, 2013 meeting.

II. Old Business

A. Branding

1. Jim: It's more than a logo; it's an identity of who you are, including the logo.
2. Discussion seemed to indicate that the team thought of the emblem as very recognizable and "our brand." It was deemed good, and that we should keep it as our brand.
3. Dick made a forgettable suggestion and Alex said, "I don't know if we want to make our recommendations off of what Dick says."
4. Alex proposed that we send the executive committee a recommendation to evaluate our branding with a focus on consistency in all areas of the ministry, looking especially at emblem consistency. Bob supported the motion. Passed.
 - a. For example, do we want "Cadets" to be the primary way we identify ourselves, or do we always use the full name?

B. Marketing

1. We have to consider two avenues of marketing. Are we speaking of growing our clubs with more Cadets? Or growing our Corps with more clubs?
2. Jeff: You need a committee who knows marketing and can brainstorm some ideas and put them into practice.
3. Paul: I think more of our problem is how do we sell what we already have? How do we get it into people's hands and at a reasonable price?
4. Alex: Or is what we have not what people want?
5. Bob: We have to get some different hats. The ones from Michael's look like something from the 70's.
6. Jim: First, let's get products that are appealing for the kids. Then we need to make sure they're available and well advertised.
 - a. Maybe we should come up with a new looking Cadet tee shirt that boys will want to wear to school. We can find examples on tee shirt websites. Maybe we should think about getting an intern who specializes in marketing.
7. Paul: This is all great stuff, but it all comes down to what are the men doing at the club. If a boy is having a good time at Cadets, he'll keep going and bring other boys to Cadets with him. If he isn't, he won't.

III. New Business

A. For Congress

1. Bob: The business of an online *Clarion* is not working for many people. For example, Bob can sometimes open it at home, sometimes not. We need to remind people that they can still get it in the mail if they want.

IV. Miscellaneous

- A. There is a survey going out regarding conventions.

V. Adjournment

- A. Next meeting date: Tuesday, October 22, at 6:30 PM. DYM Conference room
- B. Alex Snider closed the meeting in prayer.
- C. M-S-P to adjourn