

Indiana Grown Commission Meeting
June 15, 2017

Commission members:

Deb Trocha
Margaret Davidson
Mark Straw
Ted McKinney

Staff:

Heather Tallman
Suzi Spahr
Melissa Rekeweg
Rebecca Kasper

Guests:

John Baugh

Proposals from Raidious, Cole's Marketing, and Trendy Minds

Ted solicited feedback and thoughts on the three proposals

Comments from meeting attendees:

Who will think outside the box the best?

Disappointed with Riadius at first but will give us more to build on with future programs?

Questions about the readiness of Raidious for the presentation

Liked Trendy and how they talked about how the project will be managed. Liked the in house video.

like how they outlined expenses. The first two didn't outline expenditures and we might get into unexpected expenses.

Like the fixed monthly service fee from Cole's as opposed to a consulting fee schedule

Trendy bills for the hour and is more comfortable with social media it seems like.

Take our audience and have 4 different campaigns to still reach people. 4 segment:
internal/stakeholder, consumer, retailer, government

Cole's does a lot of traditional and PR component. More traditional than the others.

No previous knowledge of the 3 organization but likes Trendy minds because the work product will have more long term usage.

We did a lot of training with Dittoe and they are good now but what are your thoughts on how much training/direction these agencies are going to need?

Cole's will need some handholding. Trendy is seeing our member demographic in one way (as in the high end shopper who is willing to spend money on a quality product). We need someone to help market the story and make consumers want to buy local.

Radius wanted to know the value of our team and was the only one. Thought that it was nice to ask about our existing assets.

Trendy mind has the creative aspect.

Becks did the "Why I Farm" series in house and turned out great. We need someone to feed us the information.

We have a new hire coming in as well who could do some things.

Which of those three are the best qualified to do all we want. And when working on a "bill by the hour" concept, you can't control their hours.

How much time do you all (staff) have to spend on this internally?

We have the third person coming in and we are looking for content development and strategic planning from the outside agency

We are still small enough that we need someone to do a lot of things. Cole's can do a lot with event planning and PR. If we were going to go heavy on social media then Radius comes to mind. Trendy minds is well known for their creativity. Which is best for where we are now?

Who are we most comfortable with who can push the boundaries?

Need to do a better/more job than our current team or they are not a candidate. Radius is the first and Trendy Minds is next. Not abandoning traditional.

Need to talk to also discuss with Comms team

Radius is more of work horse.

Think about this. Do we want something who is just creative or fanatic about social media? Not a lot of time to do a lot of button pushing.

First preference is Trendy Minds. Knows the way to reach the audience but we don't have the time to build it ourselves.

So you need creative strategy.

Let's talk to their clients.

Final thoughts:

Deb: not sure where she stands

Margaret: As a client you can't make a mistake

Mark: Good luck. We went to the big shot first then stepped back and looked at the more traditional company which is good. How long can this movement of local food last.

Rebecca: Need to use money effectively and be what's best for us.

Shelby: Which one can capture the vision the best?

Melissa: Sitting down with them again and figuring out what skills we have. Figuring out our budget.

Heather: Get to know them and figure out what's missing.

Suzi: fascinating to see how the agency proposals developed and see the variety.

Ted: Think any of them can work but need to look at what we have and what we need.