

Southeast Michigan Credit Union Marketing Alliance (SEM-CUMA)
Meeting Minutes for May 8, 2003 at MCUL

PRESENT

Gloria Butler, Mary Dahlke, Gail Hernalsteen, Joe Lueck, Liz Morehouse, Bev Outland, Maurice Phillips, Marcus Rankins

CALL TO ORDER

Chairman J. LUECK called the meeting to order at 10:10 a.m.

MINUTES

Minutes for last meeting not available. A draft of today's minutes will be emailed to attendees. When finalized, the minutes will be forwarded to MCUL for posting on the chapter websites represented by SEM CUMA.

TREASURER'S REPORT

The treasury balance as of May 8, 2003 is \$62,213.02. Motion by M. DAHLKE, second by G. BUTLER to receive the treasurer's report. Motion carried.

ADVERTISING/MEDIA/PROMOTIONS

AC&E Silent Auction – On behalf of SEM CUMA, Maurice obtained a Cliff Robertson autographed Piston jersey for the auction.

Detroit Lions 2003-2004 Sponsorship – Last year's contract (2002-2003 season) was negotiated for a two-season period. We can cancel the second season (2003-2004) if written notice is submitted prior to June 1. Net cost of the sponsorship is \$27,560. For budgetary purposes and to be able to consider other advertising alternatives, Motion by L. MOREHOUSE, second by G. HERNALSTEEN to cancel the second season sponsorship. Motion carried.

Outdoor Advertising Campaign – Motion by L. MOREHOUSE, second by B OUTLAND to approve an outdoor advertising buy at a gross cost of \$27,370. Motion carried. The campaign will run from mid-September to early November. The creative for the campaign will be determined at our next meeting.

Detroit Pistons – SEM CUMA had opted out of continuing our sponsorship once playoffs started. M. PHILLIPS indicated that we could resume advertising during the playoffs at a cost of \$500 for one 30-second spot per game, subject to negotiation by Maurice. Motion by G. HERNALSTEEN, second by B. OUTLAND to resume sponsorship. Motion carried.

Other Radio Advertising Options – For consideration at our next meeting, M. PHILLIPS presented a general listing of 2003 scheduling options developed in cooperation with radio stations WWJ, WXYT, and WOMC. In addition he presented information about Infinity Radio Detroit which encompasses six of the most powerful stations in the Detroit market. A proposal from Infinity Radio called Sudden Impact 2003 could give us access, for example, to have one 10-second commercial per hour at the top of each hour on all six Infinity radio stations for an 18-hour broadcast day at a total net cost of \$10,260.

STATEWIDE CUMA REPORT – L. MOREHOUSE reported the following information from the March 27, 2003 CUMA meeting:

- At the February 4, 2003 CUMA meeting, a suggestion was made that MI CUMA consider developing a resolution for MCUL-affiliated credit unions to be assessed dues that would fund cooperative advertising and eliminate the annual investment drive. BAHNMUELLER discussed with D. ADAMS and he is disinclined at this time to support such action. He believes that member credit unions prefer cooperative advertising programs to be voluntary rather than mandatory through dues. He supports MI CUMA and suggests that the program seek buy-in from large credit union CEOs to build and grow the program.
- AC&E Membership Luncheon/MI CUMA Open Meeting – CUMA's presentation at the luncheon will be used to make the case for cooperative advertising using a PowerPoint presentation. The next CUMA meeting will be during AC&E on Thursday, May 29 at 10 a.m.
- BAHNMUELLER said that the League is unveiling five new networking and research groups under the umbrella the "Forum." The groups – Marketing, Lending Strategies, Economics & Finance, HR & Benefits and Technology – will be open to CU professional staff.

OTHER BUSINESS

L. MOREHOUSE reported that only about 20 people have registered to use mycompanyoffer.com.

M. PHILLIPS will talk to Service Center marketing director Bryan Conroy about the potential for some cooperative advertising with SEM CUMA and Coop Network.

NEXT MEETING

Thursday, July 17, 10 a.m., location to be determined.

ADJOURNMENT

Meeting Adjourned at 12:15 p.m.

Respectfully submitted,

Mary Dahlke
Secretary