

Notes from April 16 Board Call

Bob, Matt, Sonja, Chris, Wade Buck, Chiel. Regrets Brett, Absent Shawn.

Shared slides from TPI Research on Turfgrass terminology and perceptions, summarized call with Casey, Brett, Matt, Sarah on April 12.

Discussion Outcome:

IM wants to work with 25K budget which is too high, may get better investment working with TPI. TPI goals and messaging align with NSGA. Approach Casey to see if TPI would be interested in some arrangement to pool/share marketing resources and research. Share Edelman research with TPI. Could also work with FleichmanHillard Toronto branch. Change hosting provider.

Action Items:

Sarah change website terms to “natural grass”, instruct IM to change search keywords in future blogs, tell IM (Carly call today) that the NSGA hopes to partner with TPI no further work with IM anticipated at this time, draft email to Casey to be reviewed by Board.

Matt to send Sarah name of website hosting service \$750.00/year

Draft Email to Directors to review:

Hello Casey,

The NSGA board met today to discuss our marketing next steps. Some of the TPI Research slides were presented and a summary of our conversation with you on April 12.

As mentioned, TPI and NSGA marketing directions and needs align in the following ways:

- Limited association resources for in-person interaction with decision makers.
- Leveraging use of social media for messaging; NSGA website, Facebook, Email newsletters & blogs.
- Campaign to increase/promote the awareness and benefits of “sod” to decision makers.
- Need for membership marketing tools and resources for members to use in a consolidated campaign to decision makers.

Beginning in 2015 the NSGA moved its focus to marketing. We invested \$80,000.00 in market research to see what drives ground cover choice for decision makers. Based on the research results we created a new website focusing on the benefits of turfgrass to increase awareness and sales of sod for our members. We now want to build on the website content and messaging to raise the profile of sod and the NSGA as a source for turfgrass information in Ontario.

The outcome of our meeting today is that the NSGA would like to explore the possibility of establishing a relationship with TPI to share marketing research and resources and would like to set up a call with you to discuss the following:

- Would TPI/FleishmanHillard be interested in the results of our market research conducted by Edelman Canada?
- What is TPI's vision for supplying marketing tools and resources to its members to spread campaign messaging? Some of our members are TPI members and the NSGA is a TPI Industry Associate member.
- Does TPI have a marketing strategy plan to involve turfgrass associations in addition to its plan for individual members?
- We are interested in co-branding messaging with TPI, is that a possibility and how could that work? We would be interested in resources such as printed materials, blogs and social media ready messaging, optimized keywords etc.
- In addition to our annual membership the NSGA would be willing to contribute to the TPI marketing budget in order that we could participate at a higher level with a pre-determined plan. Keeping in mind that our budget is quite limited.

Please let us know if you think this would be of interest and we can work on a date and time for a call.

Regards,

Sarah Bruce, Executive Secretary