



LHBA Digital Marketing & Outreach Committee Charter

The Board of Directors of the Linden Hills Business Association has established the Digital Marketing & Outreach committee to provide assistance and oversight in the following areas of expertise.

Role and Responsibilities of Committee

- Management of LHBA website to increase visibility of member businesses to Twin Cities residents; increase member businesses SEO rankings and search results for new customer acquisition.
- Management of LHBA social media.
- Communications and Outreach – meet with larger community to establish synergistic partnerships.
- Internal member networking and communications to foster engagement among businesses and discover business development opportunities, including informal cross-promotional events.
- Support digital marketing and communications needs of other committees as needed.

Mission of Committee (Purpose, Primary Goals, Objectives)

- Execute against the mission of LHBA through digital marketing and business development efforts listed above to reinforce the expertise of member businesses and share the vibrancy of our community.
- Strengthen both internal LHBA member businesses' relationships, as well as, external community-at-large partnerships.
- The goal of Community Outreach is to increase LHBA's relevancy and involvement in community and business development conversations, to identify and nurture synergistic relationships with partners (SSD, LHINC immediate partners), and to understand the holistic view of projects/resources/needs/opportunities.

Members of Committee

- **Chair (LHBA Board Member):** Teri Rose, owner Perfectly Produce, 612.920.2822, info@explorelindenhills.com
- Liz Gingrey, owner SUNU Linden Hills
- (actively recruiting additional members)

Projected Projects for 2014

- Implementation and execution of new magazine-style website at URL www.explorelindenhills.com (in-progress).
- Execution of online promotions and advertising sales.
- Enhance LHBA relevancy with community partners to find efficiencies for other committee work (i.e. Streetscape), determine outstanding needs, and work with other committees to identify available resources (in-progress).
- Increase member engagement through LHBA Facebook group, networking events (to-be-developed), and other internal communications.

Communication Plan for Committees to LHBA Board of Directors

- Committee chairs are responsible for the handling of minutes and meeting agendas for their respective committee meetings. Documentation of committee decisions is to be available if needed or requested by the Board of Directors.
- Projects requiring funding and/or community outreach are to be presented to LHBA Board of Directors for quorum voting and approval.
- Agenda items for inclusion in the monthly board meeting from all committees are to be provided to LHBA President two days in advance of monthly Board of Director meetings.