

MOUNTAIN MAGIC LEADER WEEKEND - MINUTES

Nov. 18, 2014 - 7:00 – 9:00 PM

2015 Planning Committee Chairpersons

Cheryl Marko

Genny Wright

Kary Alicea

Kim Elmore

Kippy Shea

Lianne Griffin

Marie Lott

Marie Nash

Marie Wright

Melonie Luxbacher

Rebecca Wright

Rose Lowe

Sheila Mills

Minutes

Decorations Committee Update

Marie Nash is fighting the flu, but sent this report: (get well soon!!)

- We have purchased the fabric for the backdrop for the photo op
- We have another meeting scheduled for December
- I've requested a picture of the centerpiece by the December Committee meeting. If I don't receive one, we will regroup and redesign the centerpieces.
- Onsite Installation Thursday PM/Friday AM: Marie Nash, Diana Steele, Diane Loupe, Cheryl Marko, Lane Mumford. We could use two others if any are interested. **Sheila can help Thursday PM; Genny can help if she doesn't have class. Cheryl took pictures (available on request) and took measurements of the DH which she sent to Marie N. The Ranger has ladders we can use. The quilt hangs at the fireplace in an indentation in the wall on a tension rod (it is not very big; also, pretty high up – would need extension ladder). If class is going to be canceled/repurposed, would like to do that prior to event (so we can refund money if needed and let participants know).**
- I've written to Kippy to coordinate delivery of the overhead decoration, and to determine if she wants it back in the state it was delivered, or if the Committee can keep it **Kippy doesn't have confirmation on donation yet but she will have it right after Thanksgiving.**
- The decorations not raffled/purchased onsite may be purchased by Atlanta Harmony Celebration! for their Area Contest in April. Their entire budget is only \$100.

Lianne's report – updt on increased publicity. Due to the low enrollment and limited opportunities to reach potential attendees (no Nov. Cluster meetings), Lianne decided to implement some social media advertising. She has set up scheduled postings to the Mountain Magic Facebook page (<https://www.facebook.com/mtnmagic>) every few days to try to drive additional "likes" and (hopefully) registrations. Also set up some limited advertising (max \$50 budget). See results of FB advertising in the attached doc (at the end of these minutes).

Registration – as of today, 115 registered, 2 have canceled (well behind last year's number). We have 107 registered on-site, there are 30 beds available. There are 18 people who "abandoned" registration – may be able to reach out to them? Instructors have all registered at this time (Peggy Foden is getting a sub for one of her classes – Sheila to confirm). There are 15 campers that have applied for financial aid (included in the 107), requesting \$500 total (near our budget). We've had 5 people register since 11/5, so emails to past participants and additional advertising not resulting in increased registrations. Need to stress urgency that registration is closing soon. Patches – do we want to order more like 120 patches instead of 200? Need to determine price breaks from various vendors (Joycrest, Snappy Logos, etc.) Marie W will get price quotes ASAP.

Many classes are in jeopardy of cancellation due to low enrollment. Currently, 5 of 6 council archery/riflery classes are low enrollment – may need to look at subsidizing \$5 classes if we are only short 1 or 2 people... Scrapbooking, paper flowers (1 of 2), basic knots, quilt class, Globetrotting.

Rebecca contacted Ranger about handicap ramps and ladders via email (hasn't heard back yet).

Genny has a microwave to donate. She has moved and has new job at Smith Ace Hardware on W. Paces Ferry (can get discounts).

Marie W will move participants in classes that will be canceled (1st Recycled Paper Flowers , Globetrotting, Challenge Tower, 2nd Horseback Riding, and Quilt Blocks (?)) and update regonline. Marie L. will update the website with canceled classes.

Melonie has purchased 2 boxes of hot chocolate (120 total) on sale at Sam's. Melonie bought Cokes at Target this week (they were 4/\$11). She's sending response to camp director that we accept the \$1/pp for the coffee/hot water (we provide hot chocolate/tea).

Cheryl is working on packet letter. We will advertise checkout will be at 1:30-2:00. If early checkout is required, it will be handled on exception basis at check-in/kaper selection. Closing ceremony/Scouts Own will immediately follow lunch, followed by proceeding to cabins for kapers and checkout. Genny will man check-in kaper desk and will have a separate kaper chart for those that need to leave early (early checkout will be 8:30 AM by ticket only).

Staffing of stations at check-in – **will be covered at Dec. meeting**. Nametag holders have arrived.

Should we extend registration into December? Committee decided to extend registration until 12/10. Marie L. to update website.

ACTION ITEMS

- a. Marie W – order patches
- b. Lianne – order green envelopes; inventory ribbons for nametags & order new
- c. Cheryl – get price on green envelopes from Staples
- d. Rebecca – follow up with Ranger re: handicap ramps and ladders

Timeline Review

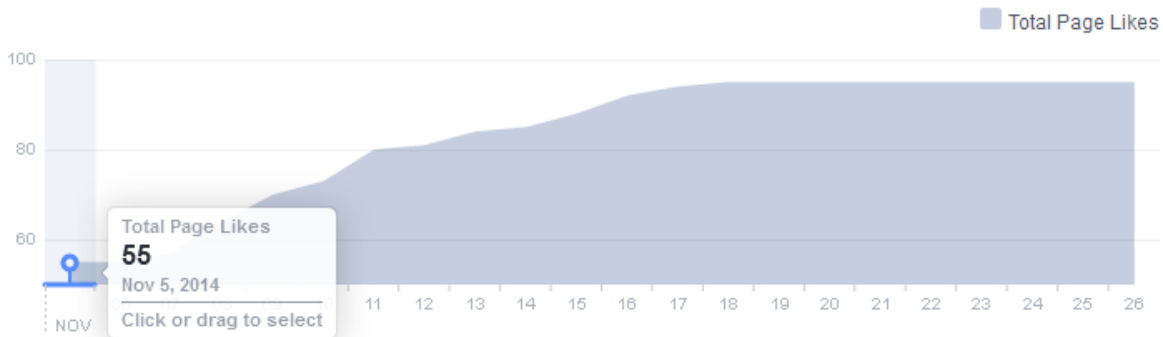
- NOV – “Regular Registration” 11/1 – 11/30 includes + \$10 fee. Registration Cutoff 11/30 – must be postmarked in Nov. Register campers as forms come in; email confirmations sent w/in 2 wks of registration. Final council class list provided to Katie Bower. Council staff to continue to verify all participants are registered GS. Draft email confirmation packets ready. **First** email to class instructors with preliminary class numbers by 11/15.
- DEC – Order patches 1st of Dec. **Second** email to class instructors with preliminary “final” class counts on 12/15. Register campers as forms come in; email confirmations sent w/in 2 wks of registration. Council staff to continue to verify all participants are registered GS. Email participant confirmation packets sent NLT 12/15 – participants must request class changes, corrections, etc. NLT 12/30. **FINAL** class counts provided to instructors on 12/30 (class reimbursement max budget will be based on this number).

Our next meeting will be on Tuesday 12/16/14 at Lianne's house and will be a potluck dinner meeting/Holiday get together. See you then!

Effect of Facebook Advertising for Mountain Magic Leader Weekend – Nov. 2014

LIKES

Total Page Likes as of Today: 97



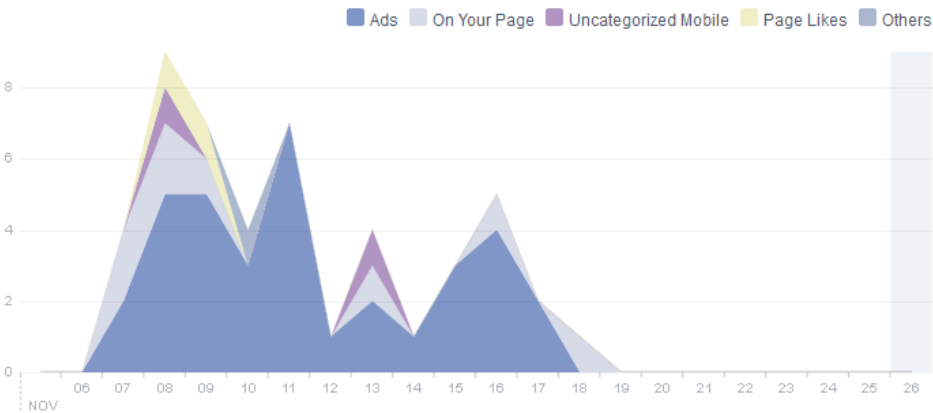
Net Likes

Net likes shows the number of new likes minus the number of unlikes.



Where Your Page Likes Happened

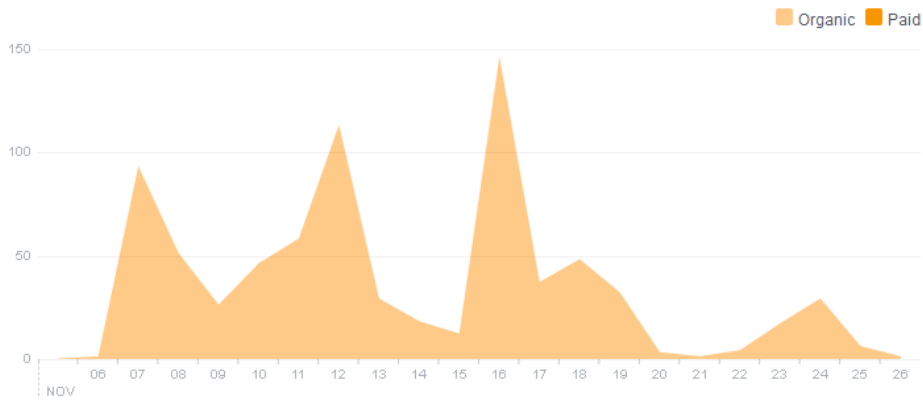
The number of times your Page was liked, broken down by where it happened.



REACH

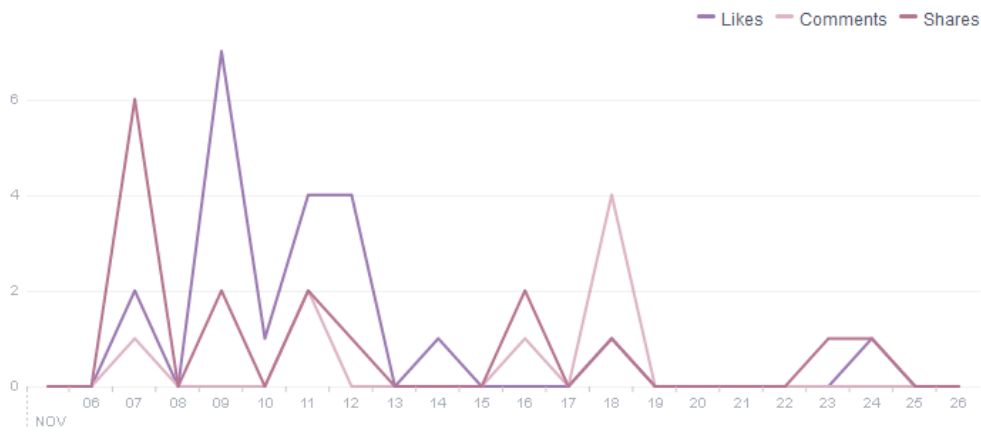
Post Reach

The number of people your post was served to.



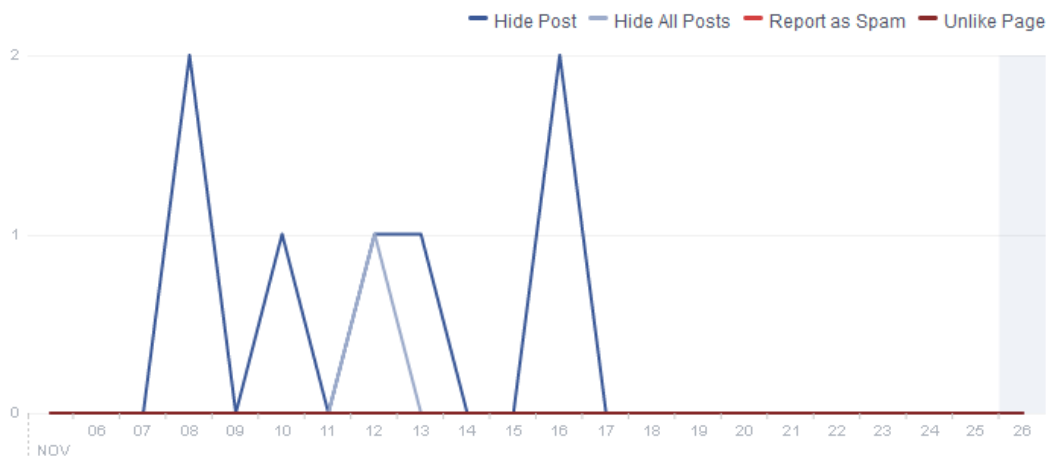
Likes, Comments, and Shares

These actions will help you reach more people.



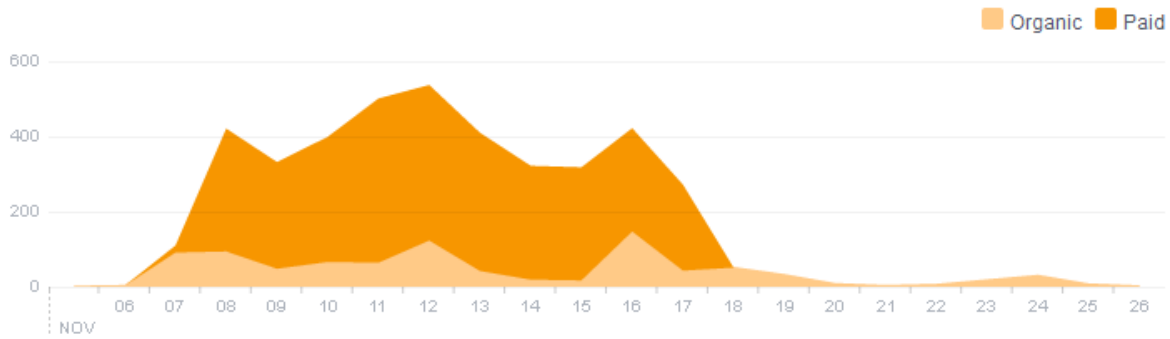
Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



Total Reach

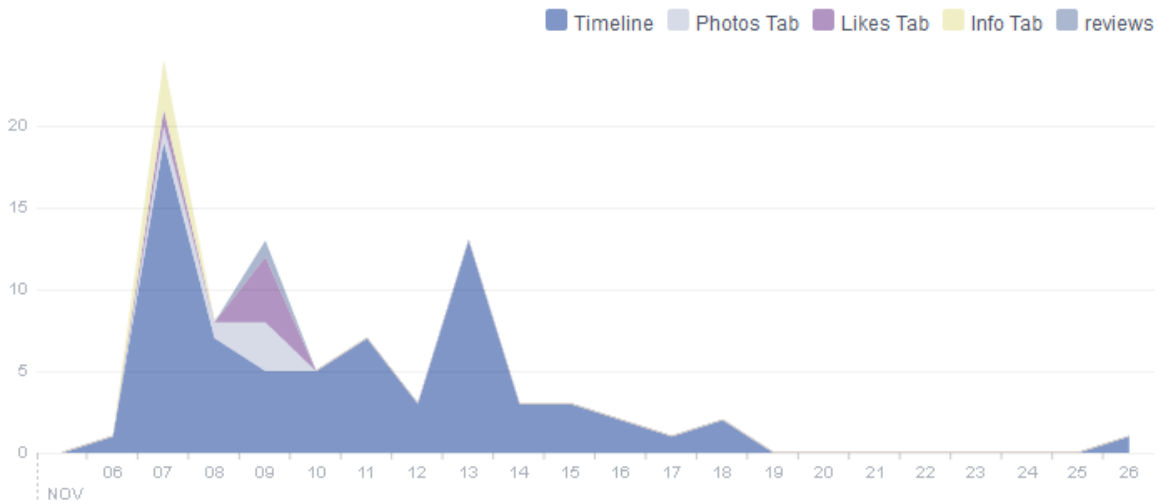
The number of people who were served any activity from your Page including posts, posts by other people, Page like ads, mentions and checkins.



Visits

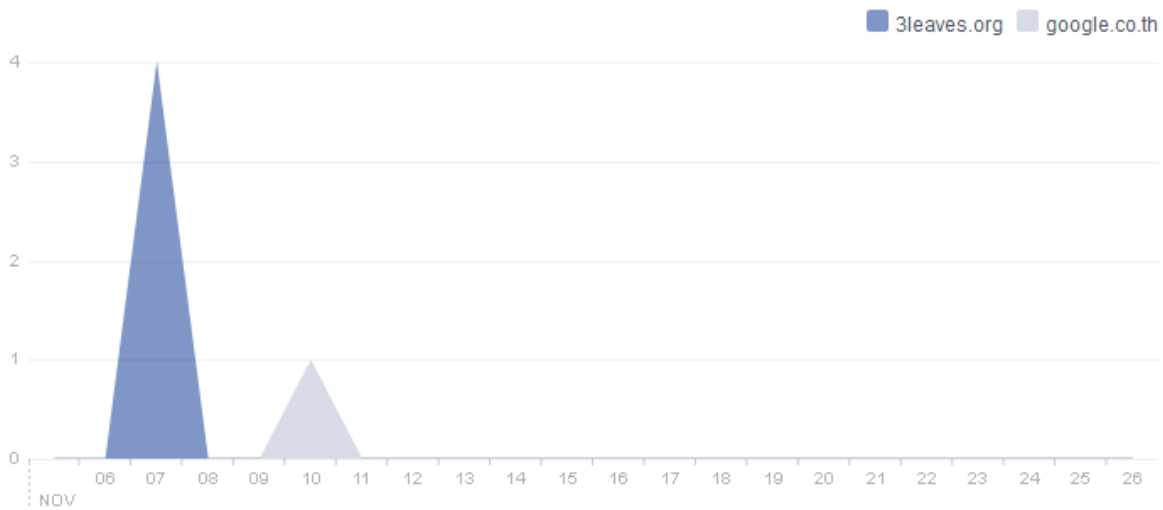
Page and Tab Visits

The number of times each of your Page tabs was viewed.



External Referrers

The number of times people came to your Page from a website off of Facebook.



Reach: Organic / Paid ▾ Post Clicks ▾ Likes, Comments & Shares ▾

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/06/2014 2:54 pm	 Registration Deadline EXTENDED - Registration now open until 12/10. HURRY!			335 	6 7 	Boost Post
11/23/2014 9:00 am	 Just 1 week left to register for the Mountain Magic Leader Weekend! We have loads of fun in store for			46 	2 2 	Boost Post
11/16/2014 9:00 am	 Just two weeks left to register for Mountain Magic Leader Weekend! visit http://www.3leaves.org			234 	7 8 	Boost Post
11/14/2014 3:30 pm	 How many times have you been to the Mountain Magic Leader Weekend? This is our 14th annual			28 	0 2 	Boost Post
11/12/2014 7:00 am	 Did you know only 6% of all philanthropic dollars nationwide goes to girls? I don't know about you,			37 	0 2 	Boost Post
11/11/2014 1:13 pm	 Register for Mountain Magic Leader Weekend at www.3leaves.org/mm2015 . We hope to see you			29 	5 1 	Boost Post
11/10/2014 5:00 pm	 Join us for Mardi Gras January 23-25, 2015 at the Mountain Magic Leader Weekend!!			155 	7 7 	Boost Post
11/08/2014 9:11 am	 Are you coming? Visit www.3leaves.org/mm2015 for all the details and to register!			32 	5 1 	Boost Post
11/07/2014 9:04 pm	 Mountain Magic Leader Weekend's cover photo			35 	1 0 	Boost Post
11/07/2014 5:14 pm	 Check out the Mountain Magic Leader Weekend 2015 at http://www.3leaves.org/mm2015 . We have			180 	27 7 	Boost Post
11/07/2014 4:59 pm	 Happy Birthday to Kim Elmore! Kim is on our planning committee, serving as the Entertainment			34 	0 3 	Boost Post
10/29/2014 11:28 am	 REMINDER! The Mountain Magic Leader Weekend is working hard to bring you a fabulous training			46 	8 11 	Boost Post
10/15/2014 10:35 am	 So far, we're about half full!!! Remember, classes and beds are assigned in the order registrations			30 	0 1 	Boost Post
09/15/2014 3:01 pm	 Mountain Magic Leader Weekend			10 	1 0 	Boost Post
09/15/2014 9:09 am	 Registration is now open for MMLW 2015! http://www.3leaves.org/mm2015/			136 	10 9 	Boost Post

Our Fans

