



Tuesday, February 3, 2026 9:30AM – 11:00AM

Virtual Meeting Link: meet.google.com/mxk-wuzr-faf

Join by Phone: (US) +1 929-277-5903 PIN: 563 568 356#

Meeting Notes

- 1) Adopt a Provider – Marketing & Outreach Project Estimate: \$10,000.00
 1. Design & Creative Services – \$2,500
 - Graphic Design - Angel Zarda Design
 2. Print Materials – \$2,750 • Printing of brochures, flyers, posters – \$1,000
 - 2 quarter page advertisements in the Foto News – \$900
 - Advertisements on the Foto News online - \$850
 3. Mailing & Postage – \$1,250
 - Direct mail campaign (letters, envelopes, postage for ~1,000 businesses/households) – \$1,000
 - Bulk mailing service fees – \$250
 4. Digital Marketing – \$500
 - Social media ads (Facebook) – \$500.00
 5. Website & Online Presence, Childcaring – \$2,000
 - Landing page updates & maintenance – \$1200 • Online donor/adopter form integration and processing fees – \$800
 6. Community Outreach & Events – \$1,000
 - Refreshments for outreach/info sessions – \$300
 - Promotional banner – \$200
 - Pre-paid gas/grocery cards for child care providers who attend info sessions - \$500
- 2) Fundraising
 1. Mailer and Email Campaign:
 - To Dream Up! Members/Participants
 - Merrill Chamber Members
 - Maybe team up with Live Well Lincoln Co? (they have a list)



2. Local Grants

- United Way grant application? Proposals for 2027 due by October – Northwoods (next month)
- Merrill Area Community Foundation. Next Application due in April. Will keep an eye out for competition announcement.

3. Auction & Gala

- Bill volunteers to be on committee
- Kid's could make art to be auctioned off. Jackson County does this and it is wildly successful.

3) Upcoming Events for Dream Up! Calendar

- ECE - Feb 28th @ NTC
- Children's Festival Table: March 14th @ Merrill Expo
- Week of Young Child – April 11-17th
- Community Baby Shower: April 29th – Tomahawk (target population: mom's to be) Lincoln County Health Department
- Child Care Provider Appreciation Day – May 8th
- Community Baby Shower: October 6 – Merrill (target population: mom's to be)
- Check Children's WI calendar and Childcaring calendar

4) Next Meeting

- Elsa will send out a Doodle Poll
- We will discuss Messaging
“Is it time for a career change?”