

# Tigers Inc.

## May 2022 Board Meeting

Matt Aliaga - President  
Ben Holman - Vice President  
Belinda Sherman - Secretary  
Chris Kuhn - Treasurer

Craig Murnan - Advisor



# Welcome Board Members



## Board Meeting Agenda

- Wealth Management Updates
- Community Outreach Updates
- Marketing Updates
- Review of Financials
- Transition out of Spring Semester

# Wealth Management



- Overview
- Portfolio
- Future Plans

# Community Outreach



- The projects we have completed and are currently working on include
  - Dog park in back of Kiwanis Park
  - “Budding Business” podcast
  - Operation L.E.A.D
  - Back Our Business Week - ‘Impact Night’
  - “Threes for LIFE”

# Community Outreach: Dog Park

- Construction of the park is completed
- Opening day event on May 7 from 10 a.m. to 12 p.m.
- There will be dogs up for adoption as well as other fun activities



# Community Outreach: Podcast

- Successes:

- Over 1000 total streams (Spotify)
- 400 + individual listeners (Spotify)
- Kept diverse array of guests and backgrounds

- Failures:

- Never got accurate statistics from apple
- Need more consistent audio quality
- Software was troubling
- Increase Social Media Presence



- Title: Budding Business
- Cover Art Pictured Above
- Episode Length: 20-30 Minutes
- Release Schedule: 3-4 Times a month
- Platforms: Spotify, Apple Podcasts, RSS

# Marketing



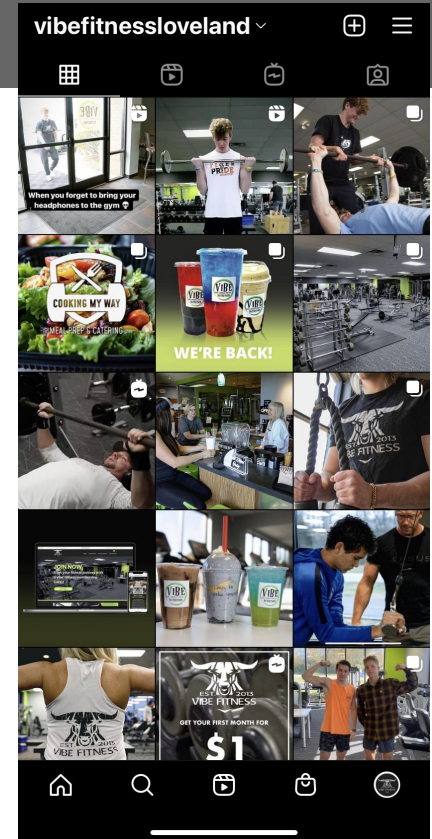
## **Active projects:**

- Vibe Fitness
- RP Diamond
- Revolve Nutrition
- The Loveland Woman's Club
- Lemons and Limes Boutique

# Marketing (Vibe Fitness)



- Wrapping up partnership, planning on carrying partnership into next year
- Strengthening social media presence through Instagram Reels
  - Most popular reel: 12.9K views, 434 likes, 47 shares, 12.3K accounts reached
- Overall
  - Followers 303 - 601, engaged 17.7K new accounts, increase avg. likes per post from 14 to 58.6





# Marketing:

## RP Diamond

- Continue managing accounts on major social media platforms
- Sold over \$2000 of RP Diamond Merchandise from pop up shops.
- Still currently making new TikTok's for RP Diamond.
- Tori Morrison and the Ben Morrison Foundation



**POP UP SHOP**



# Revolve Nutrition

- Weekly orders from 5 seasons
- 4% revenue increase since partnership
- 2,157 followers on Instagram
- New summer flavors dropping in June



**FIVE SEASONS**  
FAMILY SPORTS CLUB  
**CINCINNATI**

# The Loveland Woman's Club

- Helped organize successful Fashion For FUNds fashion show together with Lemons and Limes
  - Proceeds go towards scholarships for LHS Seniors
- Created their first ever website  
<https://lwclub1912.wixsite.com/lovelandwomansclub>



*The  
Loveland Woman's Club  
Loveland, Ohio*

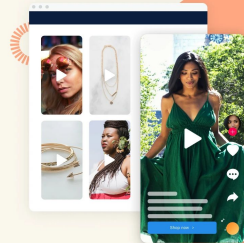
# Lemons and Limes

- Weekly meetings with owner & created Tik Toks
- Creating a well-known reputation through their business
- One of the first ever Tik Tok accounts using Shopify
  - Together with Kylie Cosmetics
- Video got over 3500 views

 **shopify**

×

**TikTok**  
For Business



# LinkedIn Training Session

- All members set up a LinkedIn account thanks to the assistance of our vice president, Mr. Holman
- Everyone is now active on LinkedIn
- Some members have grown over a hundred connections that will benefit with future business partnerships and internships

# Future Board Meeting Dates

TBD for 2022-2023 school year

