

Tigers, Inc. Board Meeting dated 3/25/2021

Agenda:

- Wealth Management Update
- Strategic Project Management Update
- Marketing Update
 - Group 1 (RP Diamond)
 - Group 2 (Back Our Businesses)
- Event Management Update
- Review of Financials
- Plan for Future Meetings

Attendees:

- Craig Murnan, Chair
- Matthew Aliaga, President
- Ben Holman, Vice President
- Martha Miller, Treasurer
- Belinda Sherman, Secretary
- Note: Additional Tigers Inc. students were invited to participate as part as audience members of the call. Those students included: Zoe Ott, Jack Portune, Allison Rountree, Jaden Walton, Nathan Holman, Brady Jeffcott, Christian Kuhn, Christian Maurer, Patrick McManis, Alex Ditchen, Caroline Ginder, Kara Hartzler, Collin Hedgepeth

Opening:

The virtual regular meeting of Tigers, Inc. was called to order at 11:00 AM on 3/25/2021 by Craig Murnan, Meeting Chair .

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

This is the first Board Meeting of Tigers Inc., so there were no minutes of previous meeting to review and approve.

Open Issues

There are no open issues to discuss.

New Business

1. Significant Achievements:

Loveland City Schools Business Awareness Campaign

-Meeting with Mr. Knapp to discuss how to inspire and implement business in youth

- Develop a plan to spread awareness of the business pathway and Tigers Inc. to the younger grades
 - Present to other Loveland Schools

Community outreach:

Back Our Businesses Overview

- For the past couple months we have been working on our Back Our Businesses Campaign

- A week-long event March 1-7 promoting local businesses by encouraging shopping, eating, and support
- Businesses partnered with local non-profit organizations
- We promoted the event on all social media platforms
- Brought awareness to Tigers Inc. as a whole, promoting our social media presence

Strategic Project Management- Nisbet Park

- This past quarter, SPM partnered with the City of Loveland to update Nisbet park. We were invited to join the Future of Nisbet Park Committee to offer our perspectives on what the park should look like in the future, in order to serve the community, specifically our age group.

Marketing:

RP Dimond- Increase social media platforms - all 3 Reach younger demographic / Establish that RPD also supplies merchandise to small businesses / Mom & pop shop / RP Diamond went from posting about 1-2 times a month to posting 3-4 times a week / Helped create custom graphics for their content / RPD struggle with hands on social media

Wrapping it up

- Towards the end of the school year we plan to wrap things up with RP Diamond.
- Leave them in a good state on Social Media so they can continue to grow

Possible Partner

- The new vibe fitness gym, and juice bar

Future Plans

- Focus more on Tigers Inc.
- Form a stronger relationship with LHS students as well as the parents within the Loveland community
- Larger social media presence within the school

Accomplishments in the Community

- City Council Meeting
- Chamber of Commerce
- Local news/papers (Beacon, Loveland Magazine)
- WLWT Feature
- Local community members (Lynn Mangan)

Agenda for Next Meeting

List the items to be discussed at the next meeting.

Adjournment:

Meeting was adjourned at 12:50 AM by Craig Murnan. The next general meeting will be at 11:30 AM in Loveland, OH.