



BHMA Marketing Meeting Minutes

Thursday, May 21, 2020

11:00 AM ET

Attendees

Brian Lindemuth – dormakaba
Ginny Powell – Hager Companies
Tim Weller – Allegion
Bob Strong – dormakaba
Dick Kriedel – ASSA ABLOY
Chris Senger – ASSA ABLOY
Kurt Roeper – ASSA ABLOY
Dan Picard – ASSA ABLOY
Jen Manning – ASSA ABLOY
Eric Bellamy – Detex

Bonnie Sonnenschein – BHMA
Karen Bishop – BHMA
Michael Tierney – BHMA
John Woestman – BHMA
Larry McClean – BHMA
Katherine Hidchenko – BHMA

Call to Order

The meeting was called to order at 11:06 AM ET

Antitrust Review

Guidelines governing the meeting were reviewed.

Review/Approval of minutes from last meeting

Program Overview

- CPD Marketing Communications Program Update
 - The CPD's weekly newsletter campaign has been a success in bringing awareness to the timeline and any requested action items by participants and members. Other items include website language development and weekly social media posts.
 - The CPD is opening to the public on Monday, June 1st. This will be accompanied by an updated website slider and media outreach.
- Media Update
 - A CPD press release will coincide with its public launch, and a longer feature is planned for when the interface has been publically tested for a designated period of time. There will also be press release distributions for recently updated standards

Digital Strategy

- Social Media
 - The most popular post for BHMA was to do with the Richard A. Hudnut Distinguished Service Award nominations with an engagement rate of 8.79% and a click through rate of 4.4%.
 - The most popular Secure Home post was with the 3 step infographic, which helps provide a feel of topics of interest on behalf of consumers.

- Research is being conducted to initiate a new Secure Home influencer campaign.
- Website Updates
 - With the CGIA Committee, a new page on ADA compliance will be up as a resource on the BHMA site.

Other BHMA Updates

- Richard A. Hudnut Distinguished Service Award
 - The award received a few nominations, but is still open to receive any last minute entries. At this point in time, the award will be presented at the BHMA Fall Meeting.
- *BHMA Industry News* Newsletter
 - Last month, the *BHMA Industry News* Newsletter was released with the CGIA committee spotlight and other BHMA updates.
 - A special edition campaign of the newsletter was initiated for registration of the BHMA Virtual Spring Meeting.
 - There will be 4 issues total released on a weekly basis prior to the meeting.

New Business

- No new business mentioned.

Next Meeting

- BHMA Virtual Spring Meeting – MarCom Committee Meeting: Tuesday, June 2, 2020 at 1:45pm ET
- June Monthly Meeting – Thursday, June 18, 2020 at 11:00am ET

Adjourn