

Gilmore Marketing Committee

Lynn Chen-Zhang, Chair

18 September 2025 / 10 am: In-person: Arts Council Board Room, Epic Center | Virtual attendees: [Google Meet](#)

AGENDA

1. Welcome, Introductions, Review of Minutes

2. Partnership Updates

Lynn Portage Zhang Senior Center
Lynn-Clarence Southwest Michigan First
Lynn Bronson
Lynn & Zaide K College
Clarence Downtown Businesses,
Mindy Discover Kalamazoo
Sophie Tang Master Meet, Music Today
Emily Talcott Stryker
Pierre/Mindy Kalamazoo Institute of Arts
Mindy, Leslie Ladies Library Association
Emily Brick and Brine
Clarence Kalamazoo Candle
Martha Nicholson 600 Kitchen
Pierre KNAC
Dani Davis Black Arts And Cultural Center
Dani Davis Dabney & Co.
Dani Davis KPS High Schools; KC / LN
Sophie Tang Gilmore Car Museum
Mindy Art Hop
Sophie Tang Michigan String Association
Lynn Zhang Client Appreciation Event
Pierre Zoetis
Pierre-Zaide Trustee Associations
Clarence Kalamazoo Young Professionals Group
Pierre/Leslie Sounds of the Zoo
Lynn Binder Park Zoo
Martha Paw Paw/Battle Creek/Galesburg Schools
Mindy Mattawan/Portage/Lakeview/Other Kal County Schools
Mindy Kalamazoo Public Schools
Martha Millenium Restaurant Group
Martha American Marketing Association
Zaide Osher Lifelong Learning Institute

3. Strategic Map Update

4. Committee Member Suggestions for new members

2025 MARKETING MEETING SCHEDULE

Save the Date: November 19, 2025, 6 pm 2026 Festival Preview Party

Marketing Committee Charter Committee Goals

1. Increase awareness and engagement of Gilmore's programs with members of our regional community, as well as the greater internal community.
2. Help make connections and develop collaborative relationships
3. Evaluate individual marketing efforts effectiveness annually and suggest improvements or enhancements
4. Review marketing efforts so that we can dismantle racist systems and develop a culture of diversity, equity, inclusion, and belonging throughout all facets of the organization.

Committee Engagement

1. Attend committee meetings - bi-monthly
2. Volunteer for or attend 2-3 concerts annually; Festival, Concert Series, Rising Stars, Community Events, etc
3. Join or chair a subcommittee