Meeting Summary for Marketing Guild

Date: 17 January 2025

Type of meeting: Weekly
Purpose: Marketing Guild weekly meeting

Attendees:
Ayo [facilitator], Eric Davies [documenter], Gorga Siagian, TheFreysDeFi, Ayo, CJFrankie, LordKizzy, AshleyDawn, kareem, Eric Davies, kenichi, advanceameyaw, photogee, Kateri, PeterE, Mikasa, vasu

Working Docs:
- Marketing Review Sheet
- Marketing Guild Distribution Sheet
- Roles and Responsibility for Marketing Guild
- Introductory message for the media room
- Q1 Marketing Guild Proposal
- Meeting Agenda
- Last Meeting Summary
- 2024 Recap: Marketing Guild

Discussion Points:

- **Last Meeting Recap:** Reviewed retrospective on Q3 and Q4 performance and discussed the outlook for Q1.
- **Role Swaps and Positions:** Kizzy created a sheet for core members to indicate role swaps and check for available positions.
- **Activity Summary**: C.J. Frankie compiled a document summarizing Q3 and Q4 activities and also shared the link during the meeting.
- **Attendance Review:** Ayo highlighted poor attendance and performance metrics, leading to discussions about role swaps based on task performance and attendance.
- **Mascot Initiative:** Kareem emphasized that the mascot initiative was aimed at educating and enlightening people, mentioning that there is a comic series and its ongoing nature.

- ❖ **Marketing Opportunity:** Kevin shared a picture taken at the International Weightlifting Federation World Championships, wearing an SNET-branded shirt, and suggested sharing it on platforms to promote the brand.

Decision Items:

- ➢ We agreed that All individuals handling tasks or initiatives are required to contribute reports towards the town hall meeting for presentation at the month end.

Action Items:

- ☐ Kareem will prepare to present the governance document during the next call.
  [assignee] kareem **[status]** todo

Keywords/tags:

- ***topics covered:*** Roles, Town Hall update, Marketing initiative
- ***emotions:*** Friendly, Well-attended, cool, forward-looking