

MOM WHAT'S NEXT

City
Manager
Meeting

JULY 2024

-  Intros/Icebreaker
-  City Growth Report +
Intros of New City Managers
-  Mid Year Check In Q&A
-  What's Next?

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS



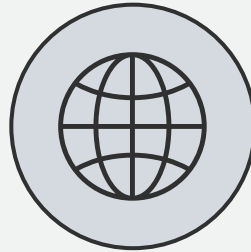
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

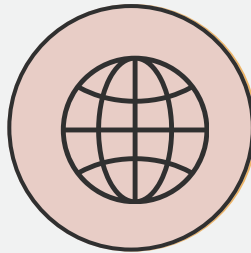
City
Manager
Meeting

JULY 2024



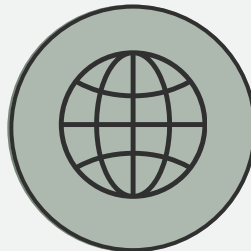
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage
- Who makes you a mom?











ICE BREAKER

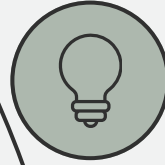
- What's your favorite frozen treat?

Drop your answers in the chat.

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-999 followers
-  1,000-1,499 followers
-  1,500-1,999 followers
-  2,000-2,499 followers
-  2,500+ followers



LAUNCH

Setting up your page, learning the brand, getting the word out.



BUILD

Consistently posting content and interacting with moms in your city



GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



MONETIZE

Creating products, partnering with local businesses, paid media, etc.



NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

MOM WHAT'S NEXT

city managers

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- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500- 2,999 followers
- 3,000-3,999 followers
- 4,000+ followers

- PORTLAND**
OLIVIA CARTER
- BEND**
ERICA, VICTORIA &
WHITNEY BERNHISEL
- JOHNSON CITY**
HELP WANTED
- PRESCOTT**
HEATHER
- SEATTLE**
CYNTHIA LOUIE
- LAS VEGAS**
LEXI HUGHES
- CHICO**
CARLY BOETTCHER
- SPOKANE**
SADIE MCBOURNIE
- OREGON COAST**
OLIVIA CARTER
- WHIDBEY ISLAND**
- MONTCLAIR NJ**
KAITLYN REILLY
- SF PENINSULA**
KRISTA DESILVA
- SAN JOSE**
HELP WANTED
- RALEIGH**
HELP WANTED
- REDDING**
KAITLIN CIBART
- SANTA CLARITA**
HELP WANTED

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17

CANBY
REBECCA SHAFER

18

SNOHOMISH CO
ALLISON WILSON

19

EUGENE
HELP WANTED

20

OAKLAND
HELP WANTED

21

SALEM
ALLIE DEMARS

22

VENTURA
KELSEY REVICH

23

MAUI
HELP WANTED

24

VANCOUVER WA
VALERIYA O'BRIEN

25

OAHU
EMILY LEE

26

SANTA CRUZ
HELP WANTED

27

PRINEVILLE
CASSIE BECKER

28

CARLSBAD
LINDA VEJNONSKA

29

HOOD RIVER
HELP WANTED

30

SALT LAKE CITY
MOLLY PEASE

31

KLAMATH FALLS
MIKAYLA HOWE

32

TWIN CITIES
JESSICA WALKER

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33

BELLEVUE

VICKY LIN

34

TULSA

MANDIE FREY
CORINNE LOVEJOY

35

COEUR D'ALENE

AMANDA BAREMORE

36

ORANGE COUNTY

JESSICA ALTHOFF

37

SANTA BARBARA

HELP WANTED

38

NEW HAVEN

RACHEL BERNHISEL

39

NORTH AUSTIN

TIARE CURTIS
RACHELLE GADBERRY

40

NEW YORK CITY

HELP WANTED

41

TRI VALLEY

HELP WANTED

42

MINNEAPOLIS

JAMIE VAN NUYS

43

PHOENIX

WHITNEY HANSEN

44

SANDY

HELP WANTED

45

AUGUSTA

JANAE WALLACE

46

BILLINGS

KARA SCHWALBE

47

BOZEMAN

LAUREN COLLETTE

48

OLYMPIA

DANICA PETERS

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MID-YEAR CHECK-IN

Q&A Discussion

Try New Things

What is one new thing you've done this year for MWN?

Benefits

How has MWN benefitted your life and/or family's life?

Learnings

What is one thing you've learned this year from your experience with MWN?

Goals

What goal have you accomplished already this year?
What goal are you still working on?

Newbies

What is one thing you've learned this year that you would share with a new City Manager?

WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



NATIONAL BRAND UPDATE

Healthy Hoo Hoo



IDEAL WEEK

CONTENT PLAN SPREADSHEET= ANY FEEDBACK?



IDEAS/FEEDBACK

Lay it on us.



NEXT MEETING

September



WE APPRECIATE YOU ALL!

ENJOY THE REST OF YOUR SUMMER :)

