



Talkeetna Chamber of Commerce

Marketing Committee Meeting Minutes
June 23, 2016 8pm

Visitor's Guide

- We will not print more 2016 Visitor's Guides
- The distributor has 16,000 in stock and expects them to last through July
- They will send us 1,500-1,800 to give to Fairbanks and Tok
- We suggest an-early bird special for returning and new advertisers. After July 4th Trevor will send a message with suggested discount rates. The special offer will run August 1st – September 30th
- We recommend printing 50-70,000 copies in 2017
- Kerry will contact Whittier and Seward to try to find out how cruise ship independent travelers are discovering Talkeetna

Website

- Estimated funds available for website development in 2017: \$25,000 + revenue generated from 2017 Visitor Guide ad sales
- RFP's will be sent out towards the end of September. Developers will have until November 30th to submit bids.
- We recommend the Board choose a developer by mid-January 2017 with the goal of having the new site finished in May.

Centennial Celebration

- 3 bands have been booked to play in the park: Soul Underground, Curch on The Rock, Steve Durr
- Kid's games will be hosted by TAL and the Girl Scouts
- We need to ask Moore's for a quote for a tent for the kid's games
- HAP is donating cake for 400 people
- Church on The Rock is hosting the BBQ
- Bingo is cancelled
- We need to ask DAC to borrow their PA for the moose auction

Beautify Talkeetna

- We recommend to the Board that we halt work on the construction of a Welcome to Talkeetna sign proposed for the Y until all potential locations are approved/not approved by DOT or appropriate land owners
 - Trevor is in contact with DOT
 - Once we have approval we can discuss which location works best for the intended goal of the sign
 - Is it to draw business, is it a point of pride for our community, or both?
- Trevor is working with Whitney and TCCI to find out if there were conditions on the location of the sign with regards to the \$500 donated by TCCI
- General feedback from the community is that the proposed sign is too large. We recommend researching sizes of other signs for neighboring communities and scaling accordingly