



Marketing Committee Meeting Minutes

November 4, 10am

- We decided to follow the by-laws and incorporate all existing events committees into a standing Marketing and Events Committee.
- It is essential for the marketing committee to keep close tabs on its budget. We will work closely with the budget committee to ensure we stay within our budget.
- Ron asked for feedback from the TCC on the video proposal from Crosswest Adventures. Nobody had heard of them. The video is not currently in our budget. They are going to get in touch with us in April to revisit.
- Visitor's Guide Committee:
 - Committee member homework due 11/4
 - Size was decided
 - 2 printing bids have been submitted including typesetting, layout and design
 - Next meeting TBD. Kerry will oversee the committee in Nov. while Stephanie is gone
 - Ad pricing will be determined when bids are received
- Website Redesign Committee:
 - Trevor hopes to have RFP completed by mid-next week.
 - Stephanie has generously offered to share K2's bids for their recent upgrade. She will email info. to Trevor
 - It was suggested to submit RFP to Debbie Whitecar to bid for responsive design portion
- Town Map Committee:
 - Need to finalize a comprehensive member list
 - Trevor will work on formatting to make room for new members
 - Ron suggested looking into ways to save money by printing on less expensive paper once we have a visitor's guide
- Beautify Talkeetna Committee:
 - It was suggested that thorough research be completed on the feasibility of a "Welcome to Talkeetna" sign. The idea is to confirm community support and legality, etc.
 - Confirm location (at the Y at Parks Hwy?)
 - Peer review & community feedback
 - Requests for comments, etc.
 - Ron suggested making a purchase at Moore's to use the \$500 secured funds from TCC. Beth suggested a gift card. Secured funds must be spent by specified time. These funds are not under the marketing budget and may require a board vote for approval.
 - Exploring "Please Cross Over" and "RV Parking Ahead" signs for the Spur Rd as tourists enter and leave town.
 - Locations need to be secured
 - We need to keep in mind that the existing marketing budget was not proposed with these expenses in mind.
- Winterfest Committee:
 - Patti needs float volunteers

- We are looking to members for prop donations. Up to \$100 has been allocated from the marketing budget for props.
- Village Tree will be put up on Nov 25th at 10am with lights. Tree will be decorated on Nov 28th.
- Winter Marketing Packet Committee:
 - Compile content and meet next week, Nov 12th. Will present at next marketing meeting.
- Taste of Talkeetna Committee:
 - 7 restaurants, 1 bar participating.
 - \$40/ticket. 130 regular tickets and 2 special auction tickets. 100% of auctioned tickets goes to Chamber.
 - Anita will be back on Nov 12th to complete and print fliers and tickets.
- Next Marketing Committee meeting is Tuesday, Dec 15th at 1pm at Denali Brewpub