



**Marketing Committee Meeting Minutes  
October 20 2015, 1:30pm**

- Members in attendance: Shawn, Patti, Ron, Dora, Israel, Beth, Trevor, and Kerry
- The Budget committee is going to propose a \$25,000 marketing budget for the 2015-16 session. The increase in budget is proposed primarily for website redesign. Extra margin may be used for Talkeetna Town Map redesign, Visitor's Guide start-up costs, and any unexpected marketing opportunities approved by the board. It is intended that any funds used to start the Visitor's Guide will be reimbursed through advertising revenue generated by the Guide.
- New subcommittees established:
  - Visitor's Guide: The goal is to have a proposal for the board to vote on at the December meeting. Ideally, the guide will be cost neutral or generate revenue.
    - Chair: Stephanie Smothers
    - Distribution: Israel Mahay
    - Graphic Design: Trevor Walter
    - Photography: Dora Miller
    - Pricing and format research: Kerry Walter and Trevor Walter
    - Ad sales: Patti Coleman
    - Shawn Standley
    - Ron Quilliam
    - Beth Valentine
  - Website Redesign: The goal is to work with a contractor to develop a new website that is easier to maintain, easy to navigate, more flexible and also mobile friendly. It will have the potential to display advertising to generate revenue.
    - Chair: Trevor Walter
    - Acquire bids: Trevor Walter
    - Dora Miller
    - Shawn Standley
    - Beth Valentine
    - Israel Mahay
    - Patti Coleman
    - Casey Ressler
    - Kerry Walter
  - Town Map: The goal is to redesign the Talkeetna Town Map to accommodate all TCC members while maintaining the general spirit of the existing map.
    - Chair: Trevor Walter
    - Ron Quilliam
    - Beth Valentine
    - Kerry Walter
    - Cathy Stoltz (Kerry Walter will ask)

- Summary of items discussed that have been budgeted in the past:
  - Bearfoot Ad, \$550 (paid for 2015-16). We will vote before purchasing an ad in 2016
  - AK Sportsman, Mat-Su Sportsman, and Fairbanks Sportsman Shows, \$1,990. Member registration has already brought in \$2,350 for the shows. Surplus above \$1,990 will be applied towards travel stipends. Any surplus above stipends needs to be decided on.
  - Milepost Magazine, \$810 (currently paid). We will vote on in March for May 2016 renewal.
  - Hudson Fly In (Airmen's Show), \$250. We will wait to see if things change for the event. They may propose to make it a TCC event.
  - CHAAR Convention 2015, \$250 (paid). We plan to sponsor again in 2016. It will be hosted in Talkeetna. CHAAR will raise money for a local charity to be determined by TCC. 2016 sponsorship amount TBD.
  - AK Railroad Open House, \$100. We will vote in March.
  - MVCVB Advertising, \$220 (paid). Trevor will redesign ad to include centennial celebration before going to print. We will vote next summer before renewing.
  - KTNA Sponsorship, \$50. Will continue.
  - Frontline Show, \$100. We will vote in March for next show.
  - Bachelor Catalogue, \$75. Trevor will design ad for 2015 & incorporate centennial.
  - Visit Anchorage, \$250. We will continue membership. Shawn will work to improve our relationship.
  - Alaska Chamber, \$120. We will not continue membership.
- The Welcome to Talkeetna sign project is being moved from the Beautify Talkeetna Committee to the Marketing Committee. \$500 has been allocated by the Talkeetna Community Council from the borough. Beth will bring the marketing committee up to date at the next marketing committee meeting.
- I would like to note that our by-laws establish a standing Marketing and Events Committee. At the next meeting we should integrate events or discuss separating the committees (which would require amending the by-laws).
- Next meeting date has not been set.