



**Marketing Committee Meeting Notes
September 28, 2015, 11:10am**

- We estimate \$26,000 in dues for 2015-16 season
- Last year several items were reclassified in Quickbooks and placed under Marketing (i.e. website)
- Last year's marketing budget was \$5,000 before reclassifying expenses. With new items under marketing, the total amount spent last year was actually \$9,396.34
- The Marketing Committee will tentatively ask for a 2015-16 budget of \$10,000 with the intention of continuing the same advertising, event attendance and web services as last year.
- Of the \$603.66 budget increase, the Marketing Committee would like to set aside \$500 to sponsor Chamber members to attend events such as the ATTA Tourism Summit (or other events). In return for sponsorship, Chamber members attending the events would be responsible for representing the TCC and would take appropriate promotional materials such as banners, maps, business cards, promotional videos, etc.
- Stephanie has agreed to write a letter of endorsement for Michael Brotto's aurora tour group.
- Retarget some of our resources to the shoulder and Winter seasons. Ideas:
 - Use resources like MSCVB and Visit Anchorage more
 - Develop a Winter travel packet: call out to TCC members for information
 - Work with local schools to give information on lodging, dining, etc. for people visiting for school events
 - Trevor is going to follow up on working on our "Winter in Talkeetna" page on the website
 - Get members more involved in posting events on the TCC website (Patti, Beth and Stephanie will reach out to members before the Oct 16th banquet)
- Our goal is to present a budget request to the Chamber for a vote in November.
- Next marketing meeting will be at Latitude 62 on October 20, at 1:30pm.