



Marketing & Advertising Committee Meeting

November 19, 2020

Members: Pohlod (Chair), Champagne, Eid, Kay, Knight and Lundberg

Benkert and Darakjian taking an extended leave of absence from committee.

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Champagne, Eid, Kay, Lundberg, Pohlod

ABSENT: Benkert, Darakjian

ADMINISTRATION: Brook, Tighe

VISITORS:

2. Holiday Video and Magazine Insert

The holiday gift guide was published early November and the holiday video will start airing the week of Small Business Saturday. The video will highlight local businesses, East and West Maple, and gift ideas such as table settings, bedding, gift-wrap, apparel and more.

3. Website

The kick off meeting to website needs, goals, objectives, brand guidelines, integrations, design, schedule and concerns and challenges, and next steps. The next web design meeting will take place December 1st.

NEXT MEETING: Thursday, December 17 at 8:30 a.m.

Marketing 2020-21 Budget: \$240,000

Remaining balance after December vouchers: \$189,920

Magazine 2020-21 Budget: \$60,000

Remaining balance after December vouchers: \$9,000