

Minutes

Promotions Committee

November 4, 2008

Present: Mike Trapp, Janet Berns, Amanda Phebus (arrived 8:23), John Patterson (left at 9:05)

Excused: Mary Gail Beneteau

Staff: Andrea Jones

Guests: Megan Krzyske, Jeanine Nowitzke

October Minutes:

The meeting was called to order at 8:20 AM by Janet Berns. The minutes of October 7, 2008 were reviewed. Motion by Mike Trapp, second by John Patterson to accept the October minutes. Motion carried.

Amanda Phebus arrived at the meeting at 8:23

Financial Report:

Andrea explained the financial report.

Paper Bags:

The paper bags are in at a cost of \$.45 cents each. The committee discussed the bag distribution. It was decided to deliver 100 free bags to all retail stores and restaurants in the DDA district and offer them to other businesses as well. Those businesses wanting more than 100 can purchase them at a cost of \$.45 cents each.

Post Cards:

The committee discussed the postcards. Andrea Jones tested a service the U.S.P.S provides at a cost of about \$.75 cents per card. John Patterson suggested utilizing Brad Schreiber to design the postcard (The Monroe Tourism will cover design expense) and use an online source to print the postcard. The committee determined it would be beneficial to do a small batch (500) to be distributed at the same time as the bags to promote the new website. This batch will have the Theater Marquis saying "Now Showing: www.MonroeMainstreet.com".

In January, the committee will order a large batch (10,000) of generic single side postcards. This postcard will have 4 images faded with the Monroe Mainstreet Logo in the forefront. The images are 1) The Theater 2) The fountain in Loranger Square 3) Hotel Sterling 4) A streetscape of possibly the Book Nook or Martins side of the street.

Halloween Candy:

Andrea stated that Halloween candy she passed out at the Downtown Trick or Treat was labeled with the website address.

Website Review:

Andrea Jones reported the updates are still in progress. She expects that issues associated the website will be resolved within the next month. Various companies not in the DDA district have shown an interest in being included in the website. They will be approved on a case by case basis by Andrea Jones.

The committee discussed other ways to promote the website. Ideas suggested were banners, either in the Main Street Office windows or across the road, pole banners, sandwich board signs, and kiosk signs.

The committee will determine if we want to utilize the M.E.N. website to advertise in December. The minimum impression cost is \$200 for 10,000 impressions. We can link directly from that web banner to our website.

Marketing/Advertising Campaign:

The committee discussed possible approaches to discuss this topic.

- We need to determine how and if we want to do a parking campaign.
- Determine who our market is.
- Each committee member is to do a S.W.O.T. (Strength, Weaknesses, Opportunities and Threats) analysis about downtown. Please bring your list to the next meeting.

Advertising:

Andrea discussed 13 ABC and NBC 24 advertising proposals. Amanda Phebus motioned that the Promotion Committee spend \$3500.00 to advertise on 13 ABC and \$500.00 to advertise on NBC 24. Second by Mike Trapp. Motion carried.

Commercials consist of:

- NBC 24 (\$500.00): Christmas Greeting from Monroe Main Street. (60) 10 second commercials to be shown 10 times per week for 6 weeks.
- 13 ABC (3,500.00): Andrea will request a package with the designated budget using the current 30-second commercial developed last fall.

Monroe Evening News Advertising:

Motion by Amanda Phebus to advertise in the upcoming issue of the Monroe Magazine. We will use the same ad we used in the last issue (with possibly a different picture) at a cost of \$400. Second by Mike Trapp. Motion Carried.

The committee looked at the bulk rate chart. Jean Nowitzke from the Monroe Evening News will research to see if we will be eligible for a rate decrease because we are non-profit. A plan will be discussed at the next meeting.

Façade Grants:

Motion by Mike Trapp to include a section on the Sponsorship Application to ask if the requestor has received funding for a DDA Façade Grant, if so that will be considered when the Promotion Committee reviews the sponsorship application. Second by Amanda Phebus. Motion carried.

2009-2010 Budget Request:

The financial report was discussed. Other events that may request funding for the remaining of this fiscal year include the International Muster, the Ice Harvest Festival and any additional advertising.

Motion by Amanda Phebus, second by Mike Trapp, to adjourn the meeting at 9:40.

Next meeting is December 2, 2008 at the Main Street office.

Submitted by Amanda Phebus