

Minutes

Promotions Committee

December 2, 2008 8:00 am

Attendance: Janet Berns, Mary Gail Beneteau, John Patterson

Excused: Amanda Phebus

Staff: Andrea Jones

Motion was made by J. Patterson to accept the November 4, 2008, meeting minutes; second by J. Berns. Motion carried.

Financial report was discussed.

Discussed keeping the same meeting schedule for the Promotions Committee, the first Tuesday of the month at 8:00 am for 2009.

Discussed the budget for 2009-2010. Motion made by M. Beneteau, second by J. Patterson to recommend a \$60,000 budget. Motion carried. Breakdown as follows:

\$15,000 for events

\$32,500 for marketing

12,500 for promotions and cooperative advertising

Discussed 1,000 post cards to advertise the website. Add the logo "Authentic Monroe."

SWOT – as it refers to marketing. Some suggestions were the river, events, the size of our town, our parks, history, services, night life, affordable rent, etc. Some weaknesses: parking, Monroe street divide, dirty, absentee landlords and building owners, etc. A. Jones to compile a list of all suggestions emailed to her.

J. Patterson made a motion to adjourn, second by M. Beneteau. Meeting adjourned 9:30 am.

Next meeting will be January 6, 2009.