



Marketing & Communications Committee
Meeting Minutes 3/17/15
5:30-6:45PM

In Attendance:

Linda Reichert
Nick Cusick
Tina Boldt (Chair)

Absent:

Paul Carroll
Lacey
Henderson-
Mueller
Peg Heither
Tom Hanifan
Dick Sessler

PRIORITIES

1. Communicate the Brand
2. Online Presence
3. Visitors Guide Distribution
4. Email Campaigns
5. Collaterals

Approval of 1/26/15 Minutes-Tabled until Next Meeting

1. Committee Process Discussion-Tabled until Next Meeting

2. Advertising/Marketing/Campaigns

a. **Visitors Guide update** inc. ad sales to date-Cusick

Although we are a little behind, we believe we can make up time by cutting proofing time. Ad sales have started. Cusick will get regular updates. Not enough to do sections on West Liberty and Wilton this year but will include them—Muscatine County Attractions and Muscatine County Annual Events.

b. **Damage extent/repair costs to Downtown Kiosks**-Boldt for Sesler

Plexiglass, tape and install for 3 sides \$150 from Hills (who has done this in the past). DAA insures them so therefore DAA owns them. Cusick to contact John Beckey re: getting repairs made.

- c. **Digital Display Ads (AdTaxi, QCT)**-Using AdTaxi for 6 months would approximately hit our breakout allowance for digital media. AdTaxi is also one of 23 firms affiliated with Google. Cusick to get a few other quotes for comparison.
- d. **Made in Muscatine Campaign Launch**-Tabled until Next Meeting. Designer is putting together 2 ads as part of the EITA's "Design on our Dime" that polished our Made in Muscatine campaign logo. We can use ads or not.
- e. **Packaging**-(Restaurant Week, Best of Muscatine and Map, Ale Trail, Driving Tours etc.)-Tabled until Next Meeting

3. Change April Meeting Date

Cusick will be on vacation the week of April 21st, which is the date of our next meeting. Boldt will ask committee members for best alternative.

NEXT MEETING

TBD

Minutes Submitted by T. Boldt