

Minutes of Marketing Committee Meeting
Trail County Economic Development Commission
April 14, 2014
5:30 p.m. First Community Credit Union - Portland, ND

Board of Directors present: Deb Kylo, Gary Nysveen and Roxanne Phipps. Also present: Executive Director, Melissa Beach.

The meeting was called to order at 5:30 p.m. by Nysveen.

2014 Marketing Budget

Beach discussed the 2013 and 2014 marketing budgets.

- 2013 Marketing Budget \$16,400, 2013 expenditures \$2,197.13
- 2014 Marketing Budget \$16,500, 2014 expenditures through April 14th - \$828.25
- \$29,874.62 to use in 2014

2014 Marketing Plan

Beach discussed her suggestions for 2014. The group highlighted their priorities as being:

- Business Recruitment
- Community Name Recognition
- Amenities/Family Recruitment

Business recruitment marketing

1. Hillsboro Partners in Marketing (PIM) Grant
 - a. Marketing plan grant with \$2,500 match for \$5,500 total project
 - i. Beach is suggesting the Winnipeg market for this project. A marketing plan will clarify which market is best.
 - b. Business recruitment grant \$2,300 match for \$22,000 total project
2. May-Port Partners in Marketing Grant
 - a. Marketing plan grant with \$2,500 match for \$5,500 total project
 - i. Beach is suggesting the NW and North Central Minnesota market for this project (Thief River Falls, Roseau, Crookston)
 - b. Business recruitment grant \$2,300 match for \$22,000 total project
3. Hatton Partners in Marketing Grant
 - a. Marketing plan grant with \$2,500 match for \$5,500 total project
 - b. Business recruitment grant \$2,300 match for \$22,000 total project

Motion by Kylo, seconded by Phipps to apply for and budget a match portion for each of the three projects listed above. If approved, TCEDC will request the participating cities provide a portion of the local match. Motion carried. Beach will also apply for local service provider grants to assist with the local match.

County-wide marketing

The group discussed the costs associated with the rental of a Newman billboard along I-29. The rental cost would be \$19,000 for a 1-year contract, which doesn't include the printing of the wrap. The group also discussed constructing two billboard size structures, one north of Buxton and the other near Hillsboro's available commercial lots. Beach will find more information on

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DOT advertising regulations, land availability/rental, construction costs and the price of a wrap. The size the group preferred is similar to the 25ft billboards on the I-29.

Organizational marketing

- The group asked to wait on the local advertising until we know what the other project costs may be.
- The committee decided against doing a quarterly newsletter being printed and mailed.
- The committee agreed print materials in the office need to be updated (brochures and rack cards) which will be \$250 or less.

Meeting adjourned at 6:45 p.m.

Officer (printed name & office) Signature Date

Recording Secretary (printed name) Signature Date