

**Minutes of Marketing Committee Meeting
Trall County Economic Development Commission
March 9, 2016
9:30 a.m. Paula’s Cafe - Mayville, ND**

Board of Directors present: Gary Nysveen, Ben Hershey and Jay Henrickson. Also present: Melissa Beach – Executive Director

The meeting was called to order at 9:30 a.m. by Chairman Henrickson.

The committee reviewed the 2016 marketing objectives.

Review of 2016 strategies and proposed budget.

Discussion regarding website options presented. It was discussed that in a time of budget cutbacks, it’s likely wise to not draw from our reserves if not needed. It was later decided to bring to our full board for their opinion.

The committee agreed to move forward with the following in 2016: billboard, logo refresh, stationary package (to be designed in-house), two-pocket folder (to be designed in-house), rack cards (to be designed in-house), Shop Local campaign (to be ready by August 1st), Eggs & Issues Breakfasts (working with local EDCs & cities as possible).

Beach will work with Newman to design billboard for the committee’s approval.

Meeting adjourned at 10:33 a.m.

Officer (printed name & office)	Signature	Date
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Recording Secretary (printed name)	Signature	Date
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