

Marketing Committee Meeting Minutes
Trail County Economic Development Commission
May 18, 2017
5:30 p.m. First Community Credit Union – Portland, ND

Board of Directors present: Alana Gerszewski, Roxanne Phipps, and Gary Nysveen. Also present: Melissa Beach – Executive Director, Jessica Spaeth - Project Coordinator.

Group discussion began at 5:38 pm.

Review of 2016 Marketing Actuals

Beach reviewed the 2016 marketing expenses. \$12,678 of the \$15,000 budget was used in 2016.

Review of 2017 Marketing Budget

Beach reviewed the 2017 Marketing Budget. \$6,900 has been allocated toward the billboard, \$3,883.78 has been used of the \$15,000 2017 marketing budget. Website and Shop Local campaign were discussed in detail.

Nysveen joined the meeting at 6:14 pm.

The meeting was called to order at 6:15 p.m. by Chairperson Gerszewski.

2017 Marketing Plan

Beach reviewed 2017 marketing portion of the strategic plan.

Phipps moved to budget: \$1,700 for Shop Local, seconded by Nysveen. Motion carried.

It is the recommendation of the marketing committee to move forward with a website rebuild using \$12,000 beyond the 2017 marketing budget.

Meeting adjourned at 6:31 pm.

Officer (printed name & office) Signature Date

Recording Secretary (printed name) Signature Date

