

**Marketing Committee Meeting Minutes
Traill County Economic Development Commission
November 16, 2017
6 p.m. Traill County EDC Office – Hillsboro, N.D.**

Board of Directors present: Alana Gerszewski, Roxanne Phipps and Paul Geray. Also present: Melissa Beach – Executive Director and Alyssa Short – Project Coordinator.

The meeting was called to order at 6:14 p.m. by Chairperson Gerszewski.

Billboard contract

The current billboard contract with Newman Outdoor Signs runs through March 2019. At \$575 per month, this leaves \$9,200 remaining on the contract. Beach said the measurable impact of the billboard campaign has been less active than the group hoped for and she'd like to investigate the viability of shortening the length of the contract or getting out of it altogether.

The committee discussed the upward limit of the potential penalty TCEDC might have to pay to break the contract, but needs more information.

Committee recommendation: Will ask the full board for permission to get more information from Newman and make the decision on the contract at that point.

Website

Beach walked through some areas of the new TCEDC website and recapped the many struggles encountered during the project, such as the late delivery of the site, originally scheduled with a hard deadline of October 1; the multiple iterations of the site that included repeat problems and didn't have the requested functionality; and the amount of cleanup and rework that's required on the site now that it's been delivered.

The estimate from Absolute Marketing was \$12,000 to \$14,000. TCEDC already has paid \$12,000 and the most recent billing brings the current project total to \$15,798.00. Beach has initiated contact with the project manager and billing personnel at Absolute but isn't hearing back.

Committee recommendation: The remaining \$3,798.00 will not be paid at this time; the committee needs to see a line-item breakdown of the overages and Absolute will need to justify the additional costs.

2017 Shop Local campaign

The committee initially budgeted \$5,000 for the Shop Local campaign this year but TCEDC needs to cut spending because the commission didn't receive all its allocated funding.



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Beach suggested using social media to publicize the campaign this year and to skip the types of mailings that were done last year. Beach also offered up the idea of asking local newspapers to run the ads for free during the holiday shopping season in lieu of newspaper house ads.

Geray asked about the feasibility of asking Shop Local member businesses to potentially contribute to the campaign but there weren't enough paying member businesses to make it worthwhile.

Committee recommendation: Continue with the Shop Local campaign using free social media sources and asking local newspapers to donate space for print ads, so the advertising budget for the campaign this year would be \$0.

Meeting adjourned at 7.08 p.m.

Officer (printed name & office) Signature Date

Recording Secretary (printed name) Signature Date