

Marketing Committee Meeting Minutes
Trail County Economic Development Commission
November 21, 2019 – 6 p.m.
Trail County EDC Office – Hillsboro, N.D.

Board of Directors present: Jami Hovet, Gary Nysveen, Roxanne Phipps, Paul Geray. Also present: Jim Murphy – Executive Director and Alyssa Short – Project Coordinator.

The meeting was called to order at 6:05 p.m. by Director Hovet.

Geray – 6:08 p.m.

The Marketing Committee discussed the marketing budget for next year, which is \$20,000.

- **Incentive booklet (\$2,000)** – This is a booklet of programs that cities could insert their own information into, as well.
- **Shop Local (\$1,500)** – TCEDC has been doing this program for a few years and is again this year. It's primarily a media campaign. Questions to discuss for 2020:
 - Should we order new window clings? Current ones are looking faded.
 - Could we have some sort of shop local punch cards? Could businesses pay a fee in exchange for a new window cling & a stack of punch cards? Prize could be winner's choice of a gift card to one of the local businesses. Geray said it might be a hassle for merchants. Murphy and Short will research free app options to see if there's anything that would work.
 - Should we focus more on education? Geray said we could show people what it would be like without some of their businesses. TCEDC could use social and traditional media to help with this "What if your store closed?" type of campaign.
 - Educate shoppers on the increased cost of an item once you've driven to Fargo or Grand Forks to buy it.
 - Can we talk to people to find out why they aren't shopping locally and educate people on what's available in their communities? Stress the benefits of buying these things locally
 - TCEDC could work on these ideas throughout the year and plan a promotion next November-December.
 - Need to encourage business organizations to educate businesses on giving people a reason to shop local.
- **Experts/speakers & event advertising (\$5,500)** –
 - This includes speakers for lunch & learns, such as a Facebook deep dive and more focus on workforce recruitment. Geray asked if TCEDC could contribute toward the cost of retaining a headhunter for various employers/positions. Short will check with Rikka Brandon to see what services she could offer – speaking, headhunting, etc.



- TCEDC would like to host Ben Winchester in February. Hovet suggested working with mayors and city councils to help spread the word. Murphy will pin down 3-4 dates with Winchester and go from there.
- **Digital & website marketing (\$5,000)** – TCEDC is in the midst of its digital marketing for “Come Home to Trall” campaign.
- **Career & job posting promos (\$1,500)** – TCEDC had a big spike in web traffic when we ran these.
- **Misc. (\$4,500)** – Some of this could be redirected toward other initiatives on the list, such as an updated Shop Local promotion. TCEDC also is planning a tourism brochure.
- **Child care grants (\$10,000) and beautification grants (\$5,000)** – TCEDC will be receiving its Partners in Marketing grant reimbursement in 2020. Should that reimbursement be used for these?
 - Committee is OK with using the grant funds but the programs should be split among different committees.
 - Beautification fits best with Marketing.
 - Child care fits best with Business Assistance.
 - Committees will need to hammer out the specifics for each program.

Meeting adjourned at 7 p.m.