

# Old Town Business Association

## Marketing Meeting Minutes

April 8, 2010

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Attendance: Melanie Barton, Ty Rowe, Don Baker, Cheryl Kranich, Mike OBrien, Marilyn Ijams, Kerry Arndt, John (Sierra Moon), Linda Johnson (Joss House), Alex Carnahan, Linda Robinson

These minutes are written in “brief” for the benefit of this committee since there was a lot of “tech” talk! Info approximate to use as draft for budget purposes.

Reports: Brian Roat with his partner from New Media Architects is handling “hi tech” components & video for Auburn/Amgen. Jumbo Tron: 18’ trailer, 9’ hi, 16” wide screen. Generator & computer on board; 3 cameras, webcast from N.C., switch from webcast to...No access to live cast feed. Chasers follow race. \$3500 p/day+. Will be used by DT, taken to Fast Friday’s and Home Show to promote builder of Jumbo Tron. DT has budgeted approx \$5,000 w/sponsors. 3 Bike shops to fund toward \$1750 toward cost. Additional funds requested to be split with OT: \$1,000 PCTBA, \$2,000 Placer County. Airtime gifted, 15 second video clip all inclusive.

DT is placing “banners” on poles @ \$85 ea

PORTABLE units available on casters. 5’ to 8’ wide x 5’, LED. USE: 2 smaller screens/past courthouse & camera @ corner turn up Sacto St. String of 6 cameras thru the 2 districts. Very bright viewing screen. \*Raw footage/no broadcast. One @ Lincoln corner in front of bleachers & 1 @ end of Washington St. Must be built up on 2x4 frame for raised viewing. Cost: \$2,000 to \$3,000 range (as demos), \$1500 cameras & live switch. Approx: \$4500. Commercial streams @ bottom of screens would be paid for by sponsors.

Gold Cart Ads: \*\*\* Alex: Has anchored 24 golf carts which would circulate course with business banners @ \$1,000 ea. Has sold 4: Aub Toyota – Recology – A&T Stepping Stone & Vitas. Local attorney donated \$250. Has garnered approx \$4,000 as of 4/8.

To expend funds for Amgen or not: Kerry reported from a survey from experiences at other cities: Amgen runs quickly then spectators leave. Opinion was that we maybe shouldn’t do anything (or invest funds) this year until we know what to expect next year. May is Bike month and year is the Year of the Bike. What is the point to spend money & promote? Exploit opportunity and take stand for future Bike race & keep folks in OT thru day. Create extended experience w/memorabilia & entertainment, ie, music/band in OT parking lot/sculptures, etc

Promo Ideas: Hang Bikes around town. Take store banners down. Spruce up store fronts/sidewalks,etc. Decorate windows, sell T-shirts/souvenirs. Distribute handbills/posters.

Consensus for investing: Do we invest? YES. Where do we go from here? List priorities and draft budget.

Estimated costs as suggested thru this discussion:

### EXPENSES:

Portable Units:	\$4500
Wood for Units:	100+-
Toilets:	340. (4x\$85)
Banners:	680. (8x\$85)
Bleachers:	600. (Bleachers/fairgrounds)
*Delivery:	800. (Halls Towing)
Balloon Arch:	150. (guess)
Billboard:	550. (2 weeks)

### REVENUE POTENTIAL:

\$ 4,000. (Golf Carts)
1,000 (1.00 ea x 3,000)
800. (Bleachers/donated)

Toters:	0 (donated by Recology)	
Water/Ice Trucks:	0 (donated/Norcal) 3,000 bottles	
Water Buckets-Ice:	100.	
Misc:	500. (unexpected expenses)	
Total Expenses	\$8320.	Total Revenue (to date): \$5800.

Notes:

- Gene Toste @ fairgrounds will deliver & p.u. bleachers @ no cost.
- Potential for additional Golf Cart sponsors not factored into estimated revenue. Could defray total Expenses.
- Based on known fixed expenses and known estimated revenue. This committee would recommend a budget up to but not to exceed \$5,000.