

OTBA Marketing Meeting Thursday, July 30th. 8:30 a.m. Tsuda's. Notes

Attendance:

Nancy Holtz – Mike O'Brien – Melanie Barton – Kerry Arndt – Don Baker
Laurie Nelson (The Trader) – Linda Robinson

OLD BUSINESS:

- 1). Decided not to move forward with the "Style Magazine". Demographics were ok, price seemed reasonable but it's placed in "racks" in grocery lines with little control over distribution. We thought that it would not be read to our benefit.
- 2). "Stepping Out" Magazine is currently moving forward. Next publishing December.
- 3). "Let's Go" Magazine: An Auburn Journal product. 57,000 distribution Listing our Events Calendar on half page for \$250. Long shelf life. Once a Year.
- 4). Auburn Journal Online Advertising and Chamber Page: Will continue, with updates and change copy provided by Mike O'Brien working with Marketing and Jim Wesley.
Stats looking better. Need to let merchants know progress. Need to dial in to demographics.
- 5). Website updating and maintenance: Mike has started a "History" blog with Info coming from Loreley Hodkin (City historian) which is now attached to our Website. Mike wants more entries which helps awareness. Easy to enter and all Are invited to blog. Mike will critique entries.
- 6). Don will bring previous budget to next meeting.

NEW BUSINESS:

- 1). General consensus was to bring back "No Sales Tax Thursday"
- 2). Interest in a "Furlough Friday" promotion, not to conflict with other merchant Promotions. Will solicit general merchant base for interest and discount
- 3). Central Square: Will stay on City and Council for updates. Much interest in This area.
- 4). Some interest in spending some funds advertising in Bay Area
- 5). Partnering more with the Museums. Melanie gave us many ideas. Seems like A good partnership. Will move forward as ideas come in.
- 5). Hotel/Motel: Corporate controlled. More discussion. Much discussion on Having the Welcome Center move to Old Town. Shared space in the Museum And office space in one of the Victorians. Could be a perfect arrangement & Benefit.

- 6). Did not get to promotional advertising with the DBA. Another meeting

Other Business:

- 1). Discussion about either advertising in the Sunset Magazine or being consistent About sending in our entries and calendars.
- 2). Being more consistent with the Chamber and ability to “Eblast” members With events and information.
- 3). Radio Advertising: Melanie has contacts with NPC Cap Radio. More Discussion needed, possible for Holiday
- 4). Committee will draft a “Wants and Needs” list: Example: Grant writer for Historic funds, Post Office. Bring in more ideas from general membership And to meetings. Involvement helps ownership.
- 5). Resurrect Gift Basket program. Once a month upon request and review.
- 6). Alex: Will report on “Wind Turbines” for Old Town at general meeting
- 7). Mine Shaft: Needs color and lighting.
- 8). Alex cut down some old oaks on her property that were rotting. Had them Planked and planed. Will donate to OT, possible for Post Office for a rack System. Work with Native Sons
- 9). Discussion about making our street signs look *older*.
- 10). Murals: On the Tin Building
Mike and Alex will draft 3 proposals for Marketing Committee. Will talk With Bud Procissi re: permission

Meeting adjourned at 10:20 a.m. Linda Robinson/ Chairman

All in all this was a great meeting. Many thoughts and ideas were tossed around. Thanks to all who attended. It’s exciting to see the enthusiasm this committee has.

Mike, Melanie and Alex will give reports to general meeting as noted.

Next meeting: Thursday, August 13th 8:30 a.m. location to be announced.