



OTAC Promotions Committee Meeting Minutes

Monday, 2/3/20 · 5:30 PM · Old Town Welcome Center

Attending: Charlie Fish, Lanita Byrne, Amber Koehler, Christine Patrick, Alex Flanigan

Alex reported that after discussion with Shawn, the best route for funding would be a direct request to the EDA. She put together multiple budget models for presentation to the EDA board, to be approved in Tuesday's (2/4) meeting and will report back with details. Stickers could not be ordered until budget approval.

Lanita and Christine reported on printing estimates for the postcard mailers through Piccadilly Printing. The current postcard design will need to be resized to fit the specifications for EDDM. Again, plans can move forward for printing and mailing once budget approval is reached.

Alex will work on ordering the stickers as soon as funds are available and will also work on putting together the flyer for door-to-door recruitment.

The committee discussed the best plan of action for follow-up on the Random Acts of Kindness weekend. Businesses will likely want to be recognized for their contributions and to find out how much money was raised and the visible impact on the charity of choice. The committee decided it would be appropriate to ask the receiving charity to follow up on the weekend with a widespread public acknowledgement and possible photo opportunity for participating businesses. A press release and thank you cards from the Promotions Committee were also suggested ideas.

Charlie is meeting with Ryan Hall on Thursday at 1:30 pm to discuss the Maker's Market and weekend event. Updates to follow.

The next meeting is scheduled for Monday, March 2 at 5:30 PM in the Old Town Welcome Center.