

Marketing Committee Meeting Minutes

Greater Galena Marketing Inc.

Wed., May 16, 2018, 3:30 p.m.

The Steamboat House

605 S Prospect St, Galena, IL 61036

The Marketing Committee met to discuss the new Galena Country Travel Guide and review a draft of the upcoming FY'19 Marketing Plan edits. Attending were Committee Chair Mike Murphy, Terry McGovern, Colin Sanderson, Katie Burcham and CEO Rose Noble.

Noble gave the Committee an update on the meeting Sanderson and her had with the CDFG back in April. She informed the committee that their conversation discussed GGMI producing their own guide and co-existing with the Galenian piece.

Murphy asked if the CDFG would use the name Galenian for their piece and Noble confirmed the CDFG expressed interest in using Galenian. Murphy asked if the Galenian would reflect the branding of GGMI's guide and Noble said she didn't think so. Noble said the CDFG expressed interest in having full control over their piece. The committee was pleased to hear that CDFG and GGMI could each produce their own piece and each be of value. Sanderson told the committee that he let the CDFG know that, if it were up to him, he would like to see GGMI produce its own piece but, he understands the full board will need to make the decision. The committee agreed to put an action item on the regular board meeting agenda, Tue., May 22, and have the board vote to allow GGMI to produce its own guide, separate from the Galenian.

Next the board discussed the draft marketing plan provided to the full board last month. Noble made tweaks to a few details but kept the overall strategy in place, per the board's recommendation. However, Noble stated that now that she has been hired as CEO and based off feedback she received during her interview with the board, she is suggesting that a portion of the marketing ad buys and placements are executed using a marketing firm. The committee agreed. Sanderson said that he has always thought GGMI should consider this as an option. Noble suggested the Committee decide on bringing their support for the marketing plan and use of implementing a marketing firm to help oversee a portion of the FY'19 marketing plan to the full board for a vote. The committee agreed and Murphy asked Noble if she has a firm in mind. Noble expressed her desire to work with Madden Media, who helped execute many successful campaigns in the FY'18 plan, and can take on the task of creating our guide. She would like to recommend using them. The committee agreed that Noble should present the idea to the full board during the Tue, May 22 regular board meeting.

With no further topics to discuss, Murphy made a motion to adjourn, McGovern 2nd, carried.