

## **Marketing Committee Meeting Minutes**

### **Galena Country Tourism**

Tues., May 14, 2019, 11 a.m.

Chestnut Mountain Resort

**8700 W. Chestnut Rd. Galena, IL 61036**

Marketing plan budget proposal for FY 20'.

Attending: Chair Mike Murphy, Katie Burcham, Colin Sanderson, and CEO Rose Noble

Absent: Birgit Radin

Noble presented the Committee with a marketing plan budget proposal for FY 20'

The proposed marketing budget is \$1 million dollars for FY20, pending approval from the full board. The breakdown of the budget is as follows:

- 34.8% to be spent on digital marketing
- 21.8% Design/Printing – includes travel guide, print materials (niche mini mags), content build, physical print items, and web coding
- 1% Radio – used for local stakeholders to use for commercials on events
- 4% TV – commercial advertising
- 1.5% Website – maintenance, updates, and hosting fees
- 5% Promo/PR – travel writers and giveaways
- 8.2% Print – print advertising, print media such as Midwest living
- 2% Distribution – cost to mail guides and fees for kiosks
- 12% Opportunistic – unique opportunities not planned for in the budget
- 10% Video/Photo – videographer to shoot videos (Drone Media Chicago) and photos

Primary target market is Chicago and surrounding area. Targeting demographics are romance, history, adventure, events, and girl getaways

Secondary targets market locations are Twin Cities, St. Louis, Milwaukee, Madison, Des Moines, and Quad Cities area. Will also target market demographics, such as motor enthusiasts, art, pet lovers, green travel, and family vacationers.

Similar to FY'19's marketing initiatives, The promotional calendar is broken out into quarters and will be available to stakeholders to reference, and also align their marketing with GCT.

A new theme added to FY20' is Made in Galena Country. Will feature anything handmade or distributed within Galena Country such as distilleries, breweries, art, wineries, pottery, etc. It will give these stakeholders added exposure and align with the the state tourism office's Made in Illinois efforts. Will also create a Made in Galena County story in the visitor's guide. A promotional campaign will be

created, We are Galena Country, includes an interview series for unique stakeholders in Jo Daviess County, aligns with the Community Advocacy Plan.

Murphy asked about the visitor's guide and grant monies from the state, he asked if the grant money hinders on the guide in which Noble responded yes, he concluded that the grant money will offset the some of the expenses of the guide. Noble mentioned that other grants will be made available this year but have not been included in the budget because we'd need to apply and aren't guaranteed to secure them. Noble plans on applying and, if received, money will go towards marketing and promotions.

Noble went over the buying plan schedule with the committee. A new addition to digital marketing in FY20' GCT will become a member of IGLTA which is a LGBTQ travel and tourism group. This includes 13 news letters sent out to their followers. Local X Marketing: Gray Television will also be a new venture in FY20'. GCT will use their advertising platform to reach travelers in the Quad Cities via KWQC-TV6 and also reach beyond to Des Moines, Madison, St. Louis and Milwaukee. Gray Television has a network that goes beyond the Quad Cities area. The \$40k budgeted will include an appearance every month on Paula Sands Live, bookend commercials before every show, geo fencing capabilities to deliver ads within their markets, and weather app takeover ads. Murphy asked how the ads are ran. Noble said they are targeted to zip codes with IP addresses within their target markets and mobile phones within their website real estate that they may have access to. They do not have to be KWQC followers in order to receive these ads. Sanderson asked about commercials for the Chicago land area, Noble said she has not found a vendor that she would like to use and right now is filed under opportunistic funds. They are still compiling footage for a commercial but waiting to find a vendor to complete it. Sanderson believes that a commercial in the Chicago area would be greatly beneficial. Noble pointed out that packages that they do with Meredith Publishing do include TV mentions, but would love to see a GCT commercial on prime time tv and will look into vendors.

Print Promo – print adverting in Madison Magazine that targets women, ads in the St Louis area in the Terrain magazine with an outdoor focus, 3 full-page ads in Group Travel Leader. All print promotions will come with digital components. There will also be a full-page ad with editorial and digital content in Midwest Living Magazine during the winter season. Noble noted that AAA Living Magazine and Midwest Living Magazine come with leads. GCT is also invited to a trade show with Meredith Editors, for free, and GCT will get the opportunity to network and pitch ideas to all of Meredith's editors, including Better Homes and Garden, Parents Magazine, Eating Well, Martha Stewart Weddings, Travel & Leisure and more. Sanderson asked about doing niche magazines like Chicago parent magazine, Noble said that the results didn't really show in the past but if an opportunity arises she will work it in through opportunistic funds.

Design printing – There will be three/four new mini mags for FY20' in the themes Weddings, Winter Holidays, Annual Featured Events, and Art Scene. Noble also budgeted for a mural project (\$8k) that will consist of vinyl murals to be placed on buildings and possibly tie in a scavenger hunt to get visitors talking about the art pieces. These will be removeable and will change them depending on the themes they are targeting. Murals will have to be approved by city and owners of buildings. GCT will do another Midwest Living Magazine insert and will include digital components and TV mentions. Noble reminded the committee that this years' will be coming out in the July/Aug. issue.

Visitor's Guide – budgeted \$60k which includes design build and actual printing costs. The cover weight and paper weight has been upgraded. Murphy asked if the travel guide costs will go down in the

following years, Noble said possibly but this year they upgraded the weight of paper which will bring quality to the guide. She mentioned that this year's guide is coming in at a lower price despite the paper upgrade. Noble showed the committee a breakdown of what GCT receives from contracting with Madden Media for the visitor's guide. It includes the print and digital guide of 56 pages with the upgraded paper weight, 40k guides for distribution, 2 covers (one spring/summer and fall/winter), ability to change out front/back end pages on the digital end. Murphy suggested possibly having two covers (front & back) to broaden the appeal. Sanderson asked if GCT pays a contract fee for their services on top of their work, Noble said they do break out their charges and charge on content creation but has not seen a commission fee. Noble will inquire and have them breakdown any surcharges if there but also mentions that vendors of course make money off of projects and our organization enjoys working with professional vendors who produce quality work.

Distribution – Annual fee per Oasis kiosk is \$1,100 and Noble confirmed that they are stocking the kiosks every other week.

Video & Photography – Noble budgeted to produce four seasonal videos for upcoming events with Madden Media. Troy Walsh will be contracted for 10 videos, his charge includes unlimited editing, drone operation with licensing, all b-roll footage at no extra cost, and photography. He will also be providing the talent for the videos who are vetted through Noble and the Marketing Manager. Noble budgeted \$50k for video series advertising and freelance work. \$40k will be for video distribution/advertisign and \$10k for creation. Noble notes the need for photography in regards to night life and food which needs to be done by a professional due to lighting and atmosphere.

Promo/PR – GCT will contract with MMGY for content brand building from research and brand development. Content creation and branding will entail taking the data collected from research and development spending in FY'19 and creating a tag line and logo, along with brand development guidelines for the staff, board and media, a branding bible to share with stakeholders and design templates for promotions. The goal is to launch new branding with visitor's guide in Jan. 2020.

Noble wanted to note that there is a Book Direct promotions campaign budgeted for lodging. There will be ads purchased on Trip Advisor that advertise Galena but specifically aim at booking direct with Galena Country lodging stakeholders. This is something that lodging partners have expressed a need for.

Sales – Budgeted \$45k for sales, \$30k tradeshows and premium partner sponsorships for collateral items. \$15k is reserved for any opportunity that arises, if nothing does then that money will go to marketing in the group sales efforts. Past shows that did not present good results have been removed. The Sales Manager has been reaching out to former groups and researching new opportunities. He has also been reaching out to colleges to get more teams to come to Galena for training. He will be scheduling visits with large lodging properties as well and meeting with event coordinators to work on boasting event experiences for groups.

Noble will tweak the marketing plan to reflect and changes requested by the committee and email individually for recommendation to approve. Noble hopes to present to the full board at the next regularly scheduled board meeting in May.

Motion to adjourn Murphy, 2<sup>nd</sup> Sanderson, carried 12:31 p.m.