

Branding | Marketing

Sub-Committee Meeting Minutes

May 8, 2017 – Village Hall – Kallsen Center

Members Present:

Greg Carter
Nick Markowitz

Staff Present:

Donna Framke
Antonia Steinmiller

Also Present:

Daniel Fitzgerald

The Marketing Sub-Committee meeting was called to order by Donna Framke at 5:03 PM and seconded by Nick Markowitz. The agenda and minutes were approved by all acting members.

Best of Brochure:

Donna discussed the “Best Of Brochure” and presented a little background to the team. She read from the Roger Brooks Branding Proposal what exactly we were looking for to include in our “Best Of Brochure.” The brochure will be a 4x9 rack brochure with 24 4” panels. We discussed how we would be challenged just to choose specific businesses, but then decided to break it into quite a few categories, use Yelp and Trip Advisor to set parameters for which businesses to include.

Greg started the discussion with what groups we would divide the businesses into. We came up with the following sub-groups and think this best represents our Village:

- 1) Fine Dining
- 2) Casual
- 3) Bars/Night Life
- 4) Entertainment
- 5) Shopping
- 6) Specialty
- 7) Music Venues
- 8) Brews & Pubs
- 9) Pizzeria

Clearly, we understand not every business in town will be featured, but the businesses to be featured in the brochure are businesses “people would drive 45-60 minutes to visit.”

We started to come up with businesses for each category, simply reviewing number of stars, and total number of reviews from Yelp and Trip Advisor.

Donna and Antonia discussed they would work together and finish the list, and send to group members for review / additions / changes.

Donna Framke made a motion to adjourn and Daniel Fitzgerald seconded. The meeting concluded at 6:02 PM.