**COMMERCIAL CLUB MARKETING MEETING MINUTES**

 February 3, 2022, Noon – Hells Canyon Adventures Office

New Marketing Meeting date & time: 2nd Monday at 2pm Hells Canyon Adventures Office

**Treasurer’s Report:** No update at this meeting. Megan was not able to attend.

**HELLS CANYON DAYS June 4, 2022 :**- NEED TO APPROVE ALL DETAILS

Ticketbud is live and we are selling tickets now!! Deidre had imported the updated email list from ticketbud (we need to discuss a marketing strategy for 2022 Jam) Poster with details and book now) Deidre has put together a new Rack Card Design for Advertising. need approval and will send it to Mccall Chamber for approval for grant funding.

**\*NO PAPER TICKETS THIS YEAR? -** Group agreed paper tickets were not necessary, one less thing to have to keep track of. Brandie is willing to help people purchase tickets online if they are not able to do so on their own.

All band contracts are signed and paid per Brandie

Full band names must be included in the poster, Deidre will update

Weekend Passes - The max we will sell is 500, Chris is monitoring this.

Information Booth at the Fairgrounds -Jen Burdick is taking lead on signing up volunteers to help man the booth, it will be at the Midvale FFA Booth at Fairgrounds. Times the booth will be open -

Fri 5pm - 9pm

Sat 6:45am-10am & 3-5pm

The Famous Idaho Potato Tour - Still no response, Deidre is waiting to hear.

Winter Carnival HCJ AD (done) All agreed the ad looks great, we ended up with Print and Digital. Megan, did you receive an updated invoice for this?

**SPONSOR DRIVE:**  Deidre has updated a list in the Drive for 2022 sponsors, for adding addresses and info, Chris has added one as well for once they sign up and where we have added their logos, Deidre added in signage spots.

Updated past sponsors with mailing addresses, email, and phone numbers.

There was one sponsor from CRA that we will need to remove from our list. Asking for a list to make sure there are not any others. Waiting for a contract from CRA.

Chris is finishing an amazing brochure to give to sponsors with a “Thank-you” note written by our writer, Miss Megan, the brochure has great photos, and clearly states different levels of sponsorship.

**MEMBER DRIVE** New and returning members can sign up online or by mail. Megan, have you received a check or paper renewals in the mail?

**March Emergency Fund Fundraiser Date and Marketing Plan:** Posters are hung, Tickets are selling. This event can be pushed by everyone now.

Bridget needs volunteer sign ups and T-shirt size to get to Marie.

10 AM set up on March 17th

**SCHOLARSHIP:** How many Scholarships and what amounts are available? Do you have the new application and write it up? Marketing Campaign for Scholarship for Donations to the Fund and then Applications deadline info etc. Deidre has started design, waiting on details from Megan and the committee.

Nothing further on this.

**WEBSITE:** Now that we are using more emails for marketing events etc we are running out of our allowed emails which is 500 per month. If we go to the marketing premium for $5 a month more we get 2,500 emails? For this year it will be a difference of $34?

Idea for a tutorial Marketing campaign to have people take their CCC emails that are being filtered into their promotions tab in google to make sure they do not miss our updated events

More discussion

Marie will print t-shirts, Coral Pink for volunteers, no year so they can be reused 40-50 “Voluntold to be Here”

T-shirts larger logo on front, band names on the back

Marie will set up at information booth along with band apparel

We will advertise the information booth times to our sponsors

Deidre is working on a design for the rack card that is less busy

Nate Estes joined us from The Record Newspaper. The newspaper is hoping to incorporate more Cambridge & Midvale stories. They offer advertising and classified listings, publisher@RRIdaho.News

**ADJOURN Meeting: 1:30pm**