**COMMERCIAL CLUB MARKETING MEETING AGENDA**

 February 3, 2022, Noon – Hells Canyon Adventures Office

Find a new meeting time and day of the week, confirm with Megan too.

**Treasurer’s Report:**

* Checking Account Balance
* Savings Account Balance

**OLD BUSINESS**

* 1. **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?**

Are all contracts signed and deposits paid?

What are the details for the poster design and Artist Band Names?

Weekend Passes - What is the Max we will sell? Who is watching the numbers to know the cut off?

Information Booth at the Fairgrounds -Jen Burdick will man this booth and it will be at the Midvale FFA Booth at fair grounds

The Famous Idaho Potato Tour - Deidre waiting to hear, she followed up at the end of JAN!

Winter Carnival HCJ AD (done) Deidre will track with QR code and compare sales to last year this time and see if it is worth it. (she will get tracking from McCall Chamber as well) (Megan they will be reissuing and invoice for that)

**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. Chris has updated the 2022 invoice on drive.

* Please update all your individual sponsor info on those lists so that we have all information in one place.
* Decide what sponsor amounts and packages look like for 2022 (set across the board and stick to it)
* List from CRA of the sponsors they reach out to and take off our list so we are not stepping on toes.
* Sponsor letter for 22 (maybe use part of the thank you Megan wrote?)
  1. **MEMBER DRIVE** Deidre has updated the Google Drive List, added them to the email marketing on godaddy and had email blasts set up to send welcoming new people, Social media posts are scheduled to be sent every other day and the logos and info has been sent to Chris for the reader board.. They have been marked as Paid for 22. Brandie has sent the follow up letter. Megan, have you received a check or paper renewals in the mail?
  2. **March Emergency Fund Fundraiser Date and Marketing Plan:** Posters are hung, Tickets are selling, Deidre has set up a facebook event. (we can push this daily until the event spend $30 to get more locals interested?). News papers Council, Living in the News has the event and will update once closer to date. A Post is scheduled for facebook next fews weeks as well as email blast after crab feed (we need everyone's help sharing it) (the event can be pushed now)
  3. **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.
  4. **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?
     1. 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

**ADJOURN Meeting:**