

Marketing Meeting Minutes January 12, 2010

Present- Marilyn, Joanne, Karessa, Angie, Cheryl & Tom, Judy  
Guests- Noreen Ruckert

Marketing research- Decided that are 3 categories for advertising will be Print media, Radio & tv media

1. Print media- trail magazines comes out twice a year. Smaller newspapers like Brodhead Free Press, Apple Core, Monticello, New glarus, Lake Sommerset & chicago suburbs.

Midwest Living Magazine at this time need to do more research. Voted on it 1st Joanne & 2nd Judy

2. Radio- Freeport stations, wekz & 107 Fort Atkinson( Barb Nelson getting prices)

3. TV Media- Charter Cable, Channel 3 ( Joanne getting prices), channel 23(Barb getting prices)

Brochures development- ANgie getting a rough draft by next meeting from Adam Bansley

New business- Art/photography need to have for advertising contact Mary Soddy  
Advertising jingle-find a good voice & catchie music

Next agenda-billboard by chamber  
Katie Ellasion

Closed meeting- 1st Marilyn, 2nd Cheryl