

## MARKETING COMMITTEE MEETING

696 SKY VALLEY WAY

AUGUST 4, 2016; 10:00 AM

### MINUTES

Members Present: Steve Brett, Edd Dean, Cathy Turner, Will Gurley, Milner Lively, Reuel Hamilton.

Absent: Debbie Dalhouse and Hughel Goodgame

Staff Present: Linda Lapeyrouse

Linda Lapeyrouse called the meeting to order. The agenda was unanimously approved.

Will Gurley was nominated to be the Chairman of the Committee and was unanimously approved.

Milner Lively was nominated to serve as Vice-Chairman and was unanimously approved.

The budget and financial report was presented to the committee by Linda Lapeyrouse. She explained the 3 way joint marketing budget and the 2 way joint marketing budget. For the 3-way joint marketing expenditures, one of the designated people from each entity (Club, POA and City) would have to approve. For the 2-way joint marketing expenditures, one of the designated people from the City and the POA would have to approve. There are two people from each entity with authorization to approve the expenditures... Club – Steve Brett and Will Gurley, POA – Edd Dean and Reuel Hamilton, and the City – Hughel Goodgame and Linda Lapeyrouse. The City handles all of the accounting for these funds.

Fallfest - Once Steve and Will have had an opportunity to present everything to the Club's Executive Board, we will finalize the remaining plans for Fallfest.

We are tentatively planning to hold the event at the Club, with the Car Show at the Lodge. Four shuttles will transport people from parking areas to the Club. The front area of the Club will be for golfers. The remaining Club parking will be closed off to vehicle traffic. Vendors will be in the parking area around the circle. Food Vendors will be in the parking area before the circle. Club will also likely participate as a food vendor (we will coordinate menus). Children's games, pumpkin painting and face painting will be on the lawn. Steve will talk to Nitro Grass about playing from 11 AM - 3 PM with breaks. Dog parade/costume contest will start at 1:30 PM. Participants will walk the dogs across the stage front and awards will be given immediately after. Registration and judging will be coordinated by City. Silent auction will also be incorporated. All proceeds to benefit PAWS 4 Life. Invite PAWS to festival to do adoption event. Edd Dean will talk to Jerry Landy about helping to solicit sponsors. Club will be open to members and Car Show participants only (unless approved otherwise). Car show participants will be given a day pass in their registration goody bag. No maps or front entrance attendees will be necessary. Hay rides will go to the waterfall. Best route and drop off will be determined. Suggestion for pull-off area between Club and Ridgepole. Bake sale will be in Club area with easy access to coffee re-fills. Club will do vendor biscuits and coffee again. We will not pay for the radio station to be there but will run PSA's and Club will use radio spots if they have any. One list for volunteers will be managed by City Hall. The list will include Club volunteers. Door people and shuttle drivers will be hand-picked. Decorations will include hay bales and subdivision areas. Hay bales will be community effort. Community groups can sign up to

decorate a hay bale. Groups can be made up of anyone interested in participating... City, Club, POA, Garden Club, Rummikub, real estate agents, Calderone's Art Studio, people on xyz street, etc.) People's Choice award (tbd) will be voted on by Fallfest attendees for their favorite hay bale display. Large round hay bale and two small square bales will be provided. Additional hay and decorations will be provided by each group. We will ask Timeshares to do all base colors again (unless a group does not want them to). We will ask Garden Club to decorate subdivision entrances again this year.

Edd and Reuel will be talking to the POA Board to see what they can budget for next year's marketing contribution. We will need this soon so that we can determine what billboards, publications and events we can do and/or continue for next year. Some of our commitments roll over into the next year so we will need to plan accordingly.

We still have a lot of work to do to finalize plans for next year's events, but there were some really interesting ideas discussed. The Craft Beer and Wine Festival (possibly to include local whiskey distilleries) and 5k is tentatively planned for June 10. Independence Day Celebration will be July 3-4, Fallfest will be October 21st. A film festival was also suggested and would be the only one in the area. The Eclipse event needs more input but the eclipse happens August 21st.

Milner Lively is going to get information to City Hall on the flags they used at CBC during the 4th of July.

Submitted,

Linda Lapeyrouse



## 2-WAY JOINT MARKETING BUDGET POA/CITY

Revenue	2015 Budget	2015 Actual	2016 Budget	2016 YTD
City Contribution	\$8,000	\$8,000	\$8,000	\$8,000
POA Contribution	\$8,000	\$8,000	\$8,000	\$8,000
Craft Beer Festival/5k	\$8,820	\$8,823	\$7,450	
Sponsorships	\$0	\$0	\$1,000	
Carryover from 2 way 2014	\$10,950	\$10,950	\$0	\$0
Carryover from 2 way 2015	\$0	\$0	\$13,567	\$0
<b>TOTAL REVENUE</b>	<b>\$35,770</b>	<b>\$35,773</b>	<b>\$38,017</b>	<b>\$16,000</b>

Expenses	2015 Budget	2015 Actual	2016 Budget	2016 YTD
<b>Marketing Director</b>	7200	4200	0	
<b>Events</b>				\$0
Craft Beer Festival/5k	\$15,000	\$15,000	\$10,555	\$0
<b>Advertising</b>				\$970
Billboard Lakemont (Jan-Aug/Sept-Dec)	\$0	\$0	\$11,800	\$0
Billboard 246/441 (Design+Dec/Jan-Dec)	\$1,200	\$1,200	\$3,500	\$0
Billboard Mountain City (Design+Jun-Dec)	\$0	\$0	\$3,645	\$0
Visitor's Map to the Blue Ridge Mountains	\$0	\$0	\$600	\$0
Facebook Ad Boosts	\$500	\$155	\$500	\$0
Pole Banners	\$2,500	\$1,071	\$0	\$0
Window Clings	\$600	\$580	\$0	\$0
Other Advertising Not Yet Committed	\$8,770	\$0	\$7,417	\$0
<b>TOTAL EXPENSES</b>	<b>\$35,770</b>	<b>\$22,206</b>	<b>\$38,017</b>	<b>\$970</b>
<b>NET CARRY FORWARD</b>		<b>\$13,567</b>		

## CRAFT BEER FESTIVAL MUD CREEK FALLS 5K BUDGET

Revenue	2015 Actual	2016 Budget	2016 Actual
Sponsorship	0	1,000	1,000
Beer Festival Online Ticket Sales	3,630	3,550	3,320
Combination Beer Fest/5k	1,606	1,600	2,520
Designated Driver	90		60
5k Registration Online	0		270
Beer Festival Tickets Sold Onsite or City Hall	2,295	2,300	2,600
5k Registration Onsite	0	0	630
BBQ	0	0	395
T-Shirts/Mugs	970	0	25
Beer Unused & Returned for Credit	400	0	0
<b>TOTAL REVENUE</b>	<b>8,991</b>	<b>8,450</b>	<b>10,820</b>

Expenses	2015 Actual	2016 Budget	2016 Actual
Attendstar Ticketing CC fees for online sales	\$168	\$0	\$219
5k Registration & Timing	\$0	\$0	\$500
Vacation Guide in Mtn. (shared ad w/4th of July)	\$225	\$225	\$225
Radio Station	\$450	\$0	\$0
Clayton Tribune	\$445	\$0	\$0
Clayton Tribune Sponsor Thank You Ad	\$0	\$0	\$325
Macon County News	\$255	\$0	\$0
Billboard Posters on 246	\$0	\$770	\$670
Signs and Banners	\$1,010	\$100	\$230
Tasting Glasses	\$2,075	\$2,000	\$912
Shuttle Carts	\$1,280	\$1,280	\$790
Porta Potties	\$482	\$480	\$321
Mountain Party Tents	\$1,394	\$1,200	\$1,117
Beer	\$2,685	\$2,700	\$1,875
Bands	\$800	\$600	\$600
Ice and Supplies	\$203	\$200	\$672
Club VIP food portion	\$150	\$0	\$0
Volunteer Food	\$96	\$0	\$0
BBQ to Sell (vendor backed out)	\$0	\$0	\$1,175
T-Shirts	\$3,450	\$1,000	\$980
<b>TOTAL EXPENSES</b>	<b>\$15,168</b>	<b>\$10,555</b>	<b>\$10,611</b>
<b>PROFIT/LOSS</b>	<b>(\$6,177)</b>	<b>(\$2,105)</b>	<b>\$209</b>

## INDEPENDENCE DAY CELEBRATION BUDGET (INCL. LABOR DAY POSTPONEMENT)

Revenue	2015 Actual	2016 Budget	2016 Actual
Sponsorship	\$200	\$200	\$1,000
<b>TOTAL REVENUE</b>	<b>\$200</b>	<b>\$200</b>	<b>\$1,000</b>
Expenses	2015 Actual	2016 Budget	2016 Actual
Fireworks	5000	5000	\$5,000
Postponement Fee (Postponement Labor Day)	\$750	\$0	\$0
Vacation Guide in Mtns. (Shared Ad Beer Fest)	\$220	\$220	\$220
Clayton Tribune	\$250	\$250	\$270
Fire Department Contribution	\$0	\$200	
Signs and Banners	\$200	\$200	\$130
Inflatables and Games	\$0	\$475	\$700
Food, Supplies & Decorations	\$480	\$580	\$158
Porta Potties 2+sink	\$240	\$480	\$240
Face Painter	\$0	\$150	
Helium/Balloons	\$107	\$125	\$0
Bands (Sweet Charity - Labor Day)	\$300	\$0	\$0
Train Rides/Clowns/Entertainment	\$0	\$550	\$0
<b>TOTAL EXPENSES</b>	<b>\$7,547</b>	<b>\$8,230</b>	<b>\$6,718</b>
<b>PROFIT/LOSS</b>	<b>(\$7,347)</b>	<b>(\$8,030)</b>	<b>(\$5,718)</b>

## FALLFEST BUDGET

Revenue	2015 Actual	2016 Budget	2016 Actual
Vendor Fees	\$900	\$900	
Bake Sale	\$881	\$900	
T-Shirts	\$900	\$900	
Reimbursements	\$60	\$0	
<b>TOTAL REVENUE</b>	<b>\$2,741</b>	<b>\$2,700</b>	<b>\$0</b>
Expenses	2015 Actual	2016 Budget	2016 Actual
Vacation Guide in Mtns. - Fall Event Ad	\$445	\$445	
Fall Traveler	\$525	\$525	
Clayton Tribune	\$263	\$0	
Macon County News	\$226	\$260	
Laurel Magazine	\$400	\$475	
Billboard Posters on 246	\$0	\$800	
Signs and Banners	\$59	\$100	\$50
Event Parking Signs	\$0	\$130	\$130
Shuttle Carts	\$1,670	\$1,670	\$790
Mountain Party Tents	\$1,217	\$0	
Porta Potties	\$722	\$500	
Bands	\$1,500	\$1,000	
T-Shirts	\$1,300	\$1,000	
Decorations & Supplies	\$3,987	\$3,000	
Pumpkin Painting	\$120	\$120	
Printing - In house	\$259	\$250	
<b>TOTAL EXPENSES</b>	<b>\$12,693</b>	<b>\$10,275</b>	<b>\$970</b>
<b>PROFIT/LOSS</b>	<b>(\$9,952)</b>	<b>(\$7,575)</b>	<b>(\$970)</b>