

## Public Relations Committee Meeting Minutes

Date: March 18, 2021

Time: 4:30 pm

### I. Current daily operations discussion with Directors

#### a. **Gift shop-Chris Benoit**

notes: Harvest host is doing well. Good participation.

Business is picking up every day

Several International visitors

Have not received the post cards that she ordered yet.

#### b. **Food and Beverage-Millicent Norbert**

Festival International is adding 3 events for Vermilionville

Restaurant is picking up a lot

Trail event is for April 27

#### c. **Vermilionville Operations-Brady McKellar**

Created the annual report

Organizing Summer Camp-So far 23 have signed up

Doing more PROMO videos-also working to get those videos up on the web site and facebook page

#### d. **Community Outreach-Charissa Helluin**

Current contracts will eat up all of the 2021 marketing budget, so I am exploring free/trade options for exposure: PSAs, press releases, live/onsite filming, trade agreements, grant funding. Worked out Seize the Deal trade agreement for \$10,000 worth of advertising for \$3,000 in trade.

#### e. **Communications-Brady/ Charissa**

Charissa has worked to make as many cuts as possible. Cutting whatever isn't working to free up money for more advertising. N2 publishing contract is \$630.00 per month and we still have many months to go on the contract. Working with the executive committee and attorney to cancel the contract.

II. Public Relations advertising budget/ operating budget

We need a bigger advertising budget.

There is still money in the budget left over from not hiring a communications director.

Need CEO approval for additional advertising.