

**Cooperstown Chamber of Commerce**  
**Marketing Committee Meeting for 2011 Visitor's Guide**  
**Tuesday, October 05, 2010 3pm at the Iroquois House**

Introductions

Present: Committee – Deb Taylor, Danielle Newell, Brittany LeSavoy, Susan O’Handley; Guests: Design: Vibrant Creative(Morgan on behalf of Brandy Aldrich), Text Ads: Darla Youngs, Printing: Vanguard Printing, Tom Birch and Mark Plaucha; Distribution: Bill Leishing, Rich McCaffery

Absent: Committee – Kymberly Byrnes

Review of 2010 Guide (Issues/Successes)

Processes/Task Distribution

Content/Editorial Spreads

Photos/Credits

Calendar Spread

Display Ads

Lodging Amenities Grid

Map Section

Text Ad Section

Fillers

Member Directory (Categorical only)

PumpkinFest Page

Cover/Co-Branding

Design

Print

Distribution

Timeline

Awards/Recognitions

2011 Guide

Budget to be determined by ad response (Nov. 30 deadline - Dec. 30 laggars)

Cost estimates per component for 2011 (Oct. 30)

Possibility for separate small member directory only - factor in as contingent (Design/Print - Estimates by Oct. 30)

Tentative Timeline:

- Finalization of Ads - Display and Text (D. Youngs - Jan. 15)
  - Editorial/Spreads edits/changes (Committee - Dec. 30)
  - Image selection and photo credits (Committee - Dec. 30)
  - Preliminary design work (B. Aldrich/Vibrant Creative – November 30)
  - Design - Page template updates - not content based (B. Aldrich/Vibrant Creative - Dec. 30)
  - Design with new content and page count (B. Aldrich/Vibrant Creative - Feb 15)
  - Adjustments and Final Versions(Committee & B. Aldrich - March 10)
  - Final Review and Edits (Committee & B. Aldrich - March 20)
  - Printing (In hand between April 1 and 15 window - Estimate on-press dates - Sue will attend with any others for day 1)
  - Distribution - Regional through RNS, Local through R. McCaffery, Tourism Info. Centers for drop ship (April through November)
    - Other Regions (based on budget - ideally to include NYSHTA regional conventions, Rochester/Niagara Falls, possibly PA & Hudson)
- Adjourn