

**EVENTS COMMITTEE MEETING  
OCTOBER 30, 2007 – 5:00 P.M.**

Chairman Evers called the meeting to order at 5:00 p.m. Secretary Moller called roll. Committee members present: Laura Evers, Cathy Pescinski, Scott Logan, Judyanne Grandmaison, Barb Rowe, Bill Clow, Lori Moller and Wanda Marzahl. Member Rebecca Gabrys was absent. Also present was Angela Faler.

**AUDIENCE PARTICIPATION: NONE**

**EVENTS COMMITTEE MEETING MINUTES OF 10/16/07 - TABLED**

Approval of the minutes of the October 16<sup>th</sup>, 2007, meeting were tabled until the next meeting.

**CHRISTMAS IN HARVARD MARKETING & ADVERTISING BUDGET/OPTIONS**

Cathy Pescinski reviewed the spreadsheet showing various newspaper and radio advertising options and pricing.

Moved by Logan, seconded by Marzahl to approve the Northwest Herald group ad at a cost of \$268; each of the twelve boxes to be sold at a cost of \$26 which results in a profit of \$44. The ad will run on the front page of what used to be the Marketplace Journal on Wednesday, November 28<sup>th</sup>, 2007. Greg Rokus at the NW Herald will make the ad contacts and the Events Committee will do the billing. All ayes. Motion carried. Bill Clow recommended the Committee consider selling the placemat ads and group ads next year at the same time offering a discount for the purchase of both ads. The Committee discussed selling two group ads, with the consensus not to pursue this year.

The Committee discussed a tentative advertising budget of \$750 to include the cost of flyers, posters, newspaper and radio ads and signs. No final decision was made on the budget.

1. Radio Spots: 8 radio spots at Y103.9 to run the Thursday/Friday before the event (four each day anytime); each spot is \$35 for a total of \$280. Also discussed a radio football sponsorship ad at a cost of \$75/game.
2. Flyers: Judyanne indicated she would be at Sullivan's on November 17<sup>th</sup> as Mrs. Claus as part of their holiday open house. The general consensus was to distribute the flyers through local grocery stores the weekend of Nov. 17<sup>th</sup> & 18<sup>th</sup>. Approximate printing cost for 5,000 = \$150.00.
3. Poster: Angela Faler will design a 11 x 17 poster. Approximate printing cost for 20 large and 80 small double sided is \$50.00.
4. Yard Signs: Laura said First Place Products would donate the material if the committee would donate the labor. Also discussed was purchasing the signs. Milk Day purchased real estate signs through Sign Crafters at about \$5/sign; larger signs were purchased for the craft show 4 signs/\$90. Item was tabled to further investigate options and costs.
5. Newspaper: Discussed running ads in the Walworth Shopper/Sunday, The Week, Beacon, Northwest Herald Hometown Holidays Special Section and the Woodstock Independent.

Moved by Scott Logan, seconded by Barb Rowe to approve a 2x4 ad in the NW Herald Hometown Holidays Special Section on Thursday, November 22<sup>nd</sup>, at a cost of \$176.40. All ayes. Motion carried.

Moved by Scott Logan, seconded by Bill Clow to approve the purchase of radio ads at Y103.9 to run eight times over the Thursday and Friday before the event spread out between 5 a.m. – 7 p.m.; each spot is \$35 for a total of \$280. All ayes. Motion carried.

Moved by Scott Logan, seconded by Wanda Marzahl to approve the printing of flyers at a cost of \$150.00 and posters at a cost of \$50.00. All ayes. Motion carried.

Cathy will further research the costs to run an ad in the Beacon and the Committee will evaluate what ads to run in Walworth at a later date.

**MEETING DATES**

November 13<sup>th</sup> – 5 p.m.

November 27<sup>th</sup> – 5 p.m.

At 6:15 p.m., moved by Logan, seconded by Marzahl to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary