



Community Marketing Board Meeting Minutes

Thursday, March 15, 2018 – 5:00 pm

ROLL CALL: Board members present: Smith, Farley, Allen, Lundberg, and Barthelman.
Board members absent: None.

STAFF PRESENT: Danielle Rogers, Community Marketing Manager

A quorum being present Cindy Smith, Chair, called the meeting to order at 5:02 p.m.

In accordance with the Americans with Disabilities Act, Smith questioned if there was anyone present that may require special assistance in being able to participate in the public meeting. There was no response.

Minutes

A motion to approve the minutes for the previous meeting was made by Barthelman and seconded by Allen. Motion passed.

Old Business

Community Marketing Manager Danielle Rogers brought information regarding billboard signage brought up at the last meeting by the Newton Housing Development Corporation. The cost of a billboard is outside the realm of the Community Marketing budget alone and it was decided Rogers would talk more with the NHDC about the role of Community Marketing.

Rogers also gave an update about the Preserve Iowa Summit 2019. Erin Chambers, Director of Planning & Zoning, will start scheduling planning meetings after RAGBRAI.

Budget

Rogers shared that we have \$64,000 total for advertising. \$22,000 will be coming from Hotel/Motel tax and \$42,000 will be coming from TIF district. The new budget goes into effect on July 1.

KCWI Advertising Proposal

KCWI has submitted the same proposal for 2018 as we did with them in 2017. This would include: Sixty eight :30 second commercials, 10X Home Page Take overs at weareiowa.com, Six CW Iowa Live segments – 2 in June, 2 in July and 2 in August. The cost of this investment would be \$3,540.

Allen discussed promoting Newton Fest and Bowlful of Blues again. There was discussion about promoting RAGBRAI and promoting the entertainment.

Rogers will look into working Liebl Marketing on using the new Newton video in a 30 and 60 second commercial and looking at cable and satellite, etc.

Farley moved to recommend the KCWI Advertising Proposal to City Council, Barthelman seconded. Motion passed.

Register Media Advertising & Marketing Proposal

Register Media has proposed the following advertising opportunities:

RAGBRAI

- 139,000 digital impressions on desmoinesregister.com/ragbrai starting April 1 and ending on June 29
- Mobile First ad the week of RAGBRAI
- Total investment would be \$3100

Summer 2018 Advertising

- Four months of advertising...the proposal contains
- Newton Fest – May 29th and June 5th
- July - TBD
- August - TBD
- Bowlful of Blues – August 21st and August 28th
- 48 full color 1/8th page print ads
- 160,000 DMR.COM Mobile & Display ads
- Total investment - \$8752

Allen moved to recommend the Register Media Summer 2018 advertising proposal to City Council, Farley seconded.

RAGBRAI XLVI Update

