

**MARKETING TEAM MINUTES**

**10/24/2016**

**Arts Council for Monterey County**

**Marketing Team**

**Meeting Minutes**

**Date / Time: Monday, October 24, 2016 at 1030 AM**

## Location: 517 College Dr., Salinas

**Attendance:** Ron Cacas (Chair), Susan Breen

**Staff Present:** Paulette Lynch, Berniz House, Tina Stewart

1. **Welcome & Message from the Chair**
2. **Old Business: Review / Update the Following:**

**Monterey Bay 365**

* Team discussed the relaunch of the website and agreed on the new name MontereyCounty365.com.
* Once it is launched, we will monitor it for viewership for a few months before approaching sponsors.
* Categories will be revamped.

**Gala Promotion**

* The December column in the Foolish Times will feature the gala.
* Ads will run starting November 9th.
* KWAV is currently producing 30 second TV commercials and 60 second radio spot.
* This video will be featured on our website and will be taken from the general budget.

1. **New Business**

**Proposed Gala Advertising**

* KSBW – Rotator $1500
* Comcast - $750
* KWAV - $750
* KAZU - $250
* FaceBook - $100
* Print – Foolish Times, Carmel Magazine, Monterey County Weekly, Monterey Herald

**Complimentary Tickets**

* KSBW -2
* Men’s Warehouse – 2
* Foolish Times – 2
* Macy’s – 2
* Monterey County Weekly – 2
* Univision - 2

1. **Assignments**

* Ron will contact the radio, TV and print outlets
* Berniz will handle the FaceBook promotion

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**Next meeting:** Monday, November 28, 2016 @1030AM at the 528 College Dr.

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