



Marketing Minutes  
Friday, July 2, 2010

In attendance: Bill Nielsen, Lori Reynolds, Meredith Slaymaker and Amy Smith.

Jones County Fair: July 21st-25th

- Promotional Items: Meredith will order pens, hand sanitizer, lip balm and T-shirts. The committee discussed the idea of ordering flash drives as well. They will have to wait to be ordered until the new fiscal year begins in October 2010 because there won't be enough money in the marketing budget to order them this fiscal year. Amy found the rest of the key chains that had been missing! They will be used at the fair now as well.
- Fair Booth Materials: The committee discussed the materials they would like to have available. Amy sent out the updated Social Host Survey, which now includes contact information at the bottom of the sheet for participants to fill out and enter into the daily drawing. Meredith showed the rough draft of the coalition brochure she had been working on; the committee gave suggestions. Amy will be in contact with Jacki about the Youth Advocacy Group board and to work on a daily text messaging question for youth at the fair. This was a suggestion from Meredith and would be a good way for the coalition to get some youth data. This would be set up through polleverywhere.com. She will also be ordering some parenting and drug information brochures.