

Visitor Readiness Task Force
June 2, 2008
Minutes

The Cultural Heritage Subcommittee has identified three historic trail walks and are working with Public Works Dept. on moving forward with a blue State DOT Activities sign for DuPont which would include a brown DuPont Village Historic District sign. Roger Westman (Cultural Heritage Subcommittee member) requested that the Ross loop trail be re-dedicated and that possibly trail maps indicate that Pvt. Ross received the Medal of Honor for his actions and going beyond the call of duty near St. Jacques, France on October 30, 1944.

The Event Marketing and Promotion Subcommittee received more feedback on the draft communications plan. Larry Wilcox did some preliminary research on brochure costs for set up and distribution costs through Teldon Partners and Certified Design Services. Additional cost estimates from other print distributors will be gathered within the next month. The subcommittee added two more members to their group who have a background in sales and marketing, specifically for DuPont.

The Business Relations Subcommittee has almost completed it's goal of meeting with every land owner and developer in DuPont. One item the business relations subcommittee would like to pursue is looking at additional demographics of DuPont residents and providing it to developers as a supplement to use in conjunction with traditional marketing demographics. This information is available through the Master Parks Plan. It was recommended that the soon to be hired coordinator pull out this information and package it so that developers may use it when trying to bring in new businesses into DuPont.

The Coordinator position was posted in-house last week, and is now posted online for outside interest. Interested parties need to respond by June 6, with interviews likely to happen the week of June 7.

The committee identified a hot list of items for both the Coordinator and the Taskforce to jointly work forward on:

1. Primary Contact
 - phone number
 - website
2. Printed Material
 - brochure
 - trail map
3. Office/desk space
4. Tribe participation
5. Council to adopt the theme line "Welcoming for 5,000 Years"
6. Research and pursue State and Federal grants and partnerships when identifying funding sources

The next two meetings are scheduled for Monday, July 7 and Monday, August 4, 2008 at 10 AM, DuPont City Hall.