

Event Marketing & Destination Promotion Subcommittee

Meeting Minutes: March 10, 2008
Meeting started at 9 a.m.

Attendance: Cara Mitchell, Larry Ackerman, Larry Wilcox, Roger Westman (from Cultural/Historical & Ecological Subcommittee)

- This was the second meeting of the Event Marketing and Destination Promotion Subcommittee.

Draft DuPont Brochure:

Cara Mitchell presented a draft brochure she produced over the weekend. It's to be used as a starting point so people can see what we have to work with and how to market those items effectively. She is in the process of obtaining bids for printer and distribution costs. It's important that the committee pick an organization who manages tourist racks in hotels for the distribution of the brochure outside of DuPont. It's important to note that the brochure is only a starting point, not a final draft. It's a visual tool to help others see where we need to go, and gaps we need to fill.

Website:

Cara Mitchell and _____, will work on ideas for a website portal... how it can look and what it will link to... and deliver those ideas to the subcommittee in two to three weeks (after the Clipper deadline has passed).

Organizational Structure:

Sustainability and accountability of the Taskforce was an item of discussion. There is a lot of busy work (research) going on by many volunteers in three different subcommittees for this taskforce. The organizational question of where does this task force need to live still needs to be addressed. Is it at the City of DuPont? The DuPont Business Association? Or part of the Museum? This is a critical question that needs to be addressed immediately.

To help us answer this question, Larry Ackerman and Larry Wilcox are researching how other cities have set up their visitor bureau and which branch of government it falls under. Having the organizational structure put in place, the second piece of the puzzle is funding. It is going to take money to design, produce and distribute a new brochure, trail map, possibly update the Museum brochure, and design a website portal for events and directing people to different websites thorough out the City. If you have a brochure, you need a point of contact printed on the brochure for questions. Where should that point of contact be? It can't be a taskforce or committee. There needs to be an organizational body behind it and someone to pick up the phone and answer questions or update a website or answer email questions when needed.

Additionally, designing and producing marketing materials is something people get paid to do. To ask that this be done on a volunteer basis is not realistic. What this taskforce is taking on is a full time job for someone. That doesn't mean the taskforce isn't necessary - it is. No one knows DuPont more than the businesses and residents who live and work here. The direction needs to come from the taskforce. But we don't want to pay for a brochure that needs to be updated in two or three years and have no one able to update it or take the branding to the next level. Just in the three short weeks that the Visitor Readiness Task Force has been in place, we've identified short term needs and long

term goals. We need the organizational piece of this to be decided upon and put into place so that our efforts are not in vain, and that we don't have to go through this process in another two years, reinventing the wheel all over once again.

Trail Signage & Trail Map Update:

Roger Westman gave the subcommittee an update on trail signage and the issue that there is no designated trail heads anywhere in DuPont. The concern was raised that possibly a trail map couldn't be finished with out sign standards being decided upon, paid for and put into place. Cara suggested that the trail map move forward quickly, mapping out completed trails and designating trail heads on the map. Also, work with the destination and promotion subcommittee in getting the visual branding elements transferred onto the map. Trail head signs can be added gradually as funding allows. The issue of parking at trail heads is another concern. It was suggested that for now, some of the trail loops start in Downtown DuPont where there is more parking, and be designated as such on the map for the time being.

The next meeting of subcommittees is Monday, March 17, 9 a.m. at the Edward Jones office. Topic of discussion is 1.) Signage, and 2.) Organizational structure. Ideas are welcome and strongly suggested.

The meeting was adjourned at 10 a.m.