

Tourism Board Meeting March 21, 2023

Present: Marsha Paplham, Carla Fisher, Frank Road, Linda Hoff

Guest: Keith Smith

Boat show ad complete.

Town wide yard sale advertising has begun. Contact Marsha to ad your yard.

Keith Smith in attendance to explain process of media presence through TownDock. Tourism will host and have its own subdomain, still must go through TownDock to access. Keith will produce 2-minute videos illustrating the peacefulness of Oriental. Videos will be produced for a fee of \$900/video. There will be no advertising on the Tourism web page. His ideas are: Sights and sounds, fishing, sitting at Lou Mac Park reading, bicycling, or walking around Oriental, kayaking, paddleboarding. The videos will not promote the events that are a big draw to Oriental. Keith is capable of tracking traffic to the Tourism site.

Once decision is made, we are requesting first video be available within 30 days.

Concern: Are we permitted to use a for profit web site for advertising?

All present agree this manner of bringing Tourism to the attention of people outside the area is very effective.

Flora updated cost of survey cards and rack cards.

\$236 for 500 survey cards in black & white

\$280 for 500 survey cards with Blue sailboat

Unanimous vote for the survey card with color

Rack cards

\$370.28 for 100 rack cards. Board agreed on glossy on 120# card stock.

Carla suggested doubling the order, price per would be lower. Marsha will be checking into this.

Latest Budget numbers: Budget of \$17,000

Expenditures to date \$6,377.83

(included was the \$721 spent for cardholders for Net House)

Balance \$10,622.17

Our State Magazine yet to be paid \$5,336

Balance \$5286.17

Still sufficient funds to begin using Towndock and purchase survey cards and rack cards during this fiscal year.

Meeting adjourned at 5:50 DST