

WORK SESSION MINUTES

November 14, 2013

1:30 p.m.

Commissioners' Office Conference Room

PRESENT: Commissioners Kathy George, Mary P. Stern, and Allen Springer

STAFF: Laura Tschabold, Chuck Vesper, and Jeff Lorton

GUESTS: Nathalie Hardy, News-Register

TOPIC: Economic Development Marketing Budget

Kathy called the meeting to order at 1:30 p.m.

Jeff Lorton discussed details of the upcoming conference on unmanned aerial systems.

Laura reviewed the status of the Economic Development Fund, stating that of the \$276,535 budgeted in flexible funds for the fiscal year, there is currently about \$148,000 available. Allen said that he is willing to support the proposed \$62,000 marketing budget (see attachment) and allow Jeff to show that he can deliver as promised. Kathy and Mary expressed their support as well. Jeff assured the commissioners that he would stay within the budget, but asked for some flexibility in the allocation of those funds among the expense lines. He said that he would start contacting vendors immediately to get bids, and would be working with the cities to create one unified brand.

The meeting adjourned at 2:00 p.m.

Anne Britt
Secretary



November 2013

2013-14 YC ED Advertising Budget ESTIMATE

Photography (16 Business Sector Photo Features & 4 Quality of Life Features)	10,000 Shoot Cost 2,000 Editing
Video Production (16 Business Sector Video Features & 4 Quality of Life Features)	10,000 Shoot Cost 2,000 Editing
Magazine & Website Copy Writing	7,500
Magazine Layout & Design	5,000
Magazine Print X200 County-owned copies	1,000
Website Content Management - 6 Months	6,000
Social Media Campaign - 6 Months Facebook, LinkedIn, Twitter	6,000
Print Ad Campaign Advertising	10,000
On-Line Ad Campaign	2,000
YC ED Rack Card X1000	500
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Budget Total	62,000