

**MARKETING & OUTREACH COMMITTEE MEETING
OF THE MONTE RIO RECREATION & PARK DISTRICT**

**DRAFT MINUTES FOR THE MEETING HELD ON
Thursday, July 19, 2012 – 4:30 PM**

**In the History Room of the Monte Rio Community Center
20488 Highway 116, Monte Rio, CA 95462**

1. Called to Order at 4:30
2. Roll Call: Cathy LaPlante, and Peter Andrews
3. Public Comment: No members of the public were present.
4. Agenda and prior meeting's minutes were approved.
5. Old Business
 - 1) MRRPD marketing plans for the ~\$400
 - a. This successful project has now been closed.
 - b. The postcards continue to be distributed at the rate of 200 a week. This will be a budget item to do again next year.
 - c. The sandwich boards have been placed around the Center's main parking lot. They will be pulled in and stored after Labor Day. Some additional, on-beach sandwich boards may be considered for a budget item next year.
 - d. The \$400 was a successful "proof-of-concept" for "ear-marking" 2% of all marketed event revenues into a notional future marketing account. The MPOC committee plans on this "marketing account" as a base-line budget target in future years.
 - 2) Friends of Monte Rio activities -- the bulletin board at 20367 Hwy 116 is being used as a posting site for MRRPD meetings and activities.
 - 3) Creekside Park MPOC plans – Peter will raise the topic of a Marketing and Public Outreach plan with Brian & Stephanie. This plan should be incorporated into the MRRPD Master Plan.
 - 4) Ad Hoc Committee website review status – The ten items being progressed will be candidate MPOC budget revision items for 2012/13.
 - 5) Russian River Umbrella Alliance activities. No information has been forthcoming.
 - 6) Other marketing and public outreach ideas: blog, FB, et al
6. New Business – The general discussion of candidate 2012/13 budget revision items resulted in many items for the list:
 - a. Wedding Show(s)/Convention(s) (marketing item)
 - b. Community Dinner event (public outreach item)
 - c. Banner(s) (marketing item)
 - d. Monte Rio newsletter (public outreach item)
 - e. Postcards/Poster printing (marketing items)
 - f. Website enhancements (public outreach items)
 - g. Events Workstation Upgrade (marketing item) [done by Diane]
 - h. Administrative Organizational Outreach (public outreach items)
Additional administrator hours for coordination with populace, Chamber, Friends, Foundation, Neighborhood Watch, Alliance, Guerneville/Villa Grande groups, and other RPDs.
7. Next meeting set as: Thursday, August 16, 2012 – 4:00 PM, History Room, MRCC
8. Adjournment was at 5:20 pm.