

BCCC Marketing Committee
Called Meeting
June 8, 2010 Minutes

The Marketing Committee held a called meeting on June 8, 2010 with the following members present: Gary Burbage, Clay Carter, Judy Jennette, Tracey Johnson, Tricia Woolard and Velma Worsley.

Members unable to attend included: Wesley Beddard, Betty Gray, Mandy Jones, Cynthia King, Jacqueline Lawrence, Bryan Oesterreich, Penelope Radcliffe, and Samantha Whitehurst.

Judy Jennette called the meeting to order, welcomed Velma to the committee, and thanked the committee members for attending the called meeting.

The Beaufort County Economic Development Commission is producing a video for the Beaufort County website and advertisement coupled with the video is available for purchase. The EDC has hired CGI to produce the video and ads. A representative recently met with Judy and Tricia to present two advertisement opportunities which are available. The first opportunity would be to purchase an ad space which would be seen when the video is accessed via the internet. The ad placement would be either slot #16 or #6 with a cost of \$4,999 for a two year contract. The two year contract currently in effect with WITN-TV is more expensive. Because the deadline to take advantage of this offer is in the next few days, a called meeting was held.

The second opportunity would be to purchase an avatar. A paid actor/actress would be used and BCCC would provide the questions and answers. The cost would be \$500 for two years for each module. It would be set up so when a visitor clicks on the BCCC ad they would be directed to the BCCC website.

After some discussion the decision was made to pursue developing the avatar because it is less expensive and more interesting.

Judy informed the committee members that the state public information office is holding a meeting on July 22 from 11:00 – 1:00 in the building 10 board room. The meeting will be an opportunity to meet state PIO staff face to face and exchange ideas, ask questions, etc. One question Judy has asked to be discussed is how to keep the state slogan of Creating Success – Hope, Opportunity, Jobs fresh and interesting. If any committee member would like to attend, please let Judy know. Lunch will be provided.

Lastly, some committee members said they have been receiving information from the NC Visitor Center. This is coming out of Wilmington, not the state NC Visitor Center. The cost to advertise is \$350/month.

Next meeting date

The next Marketing meeting will be July 20 at 2:00 in the board room of building #10.

There being no further business, the meeting was adjourned.

Respectfully submitted by Marcia Norwood, recording secretary