

West Milford Tourism Commission Meeting Minutes of Oct. 23, 2006

Meeting called to order by Commissioner Paul Bailey at 7:00 pm

Announcement of Compliance with Open Public Meeting Law read by Commissioner Bailey

Roll Call: Chris Howell, Bev Puntolillo, Paul Bailey, Bob Nicholson

Old Business/ New Business:

1. Composed components of letter to be sent out to businesses for Ad in News Flyer. Chris, Bob and Bev brainstormed ideas with Paul to finalize for mailing.
2. Discussed layout for next printing edition in which the center leaf would consist of a Front Page - to list directory; Center 2 Pages – for map and expanded info and Back Page – for business card ads with region locator.
3. Agreed all ads to be Black & White
4. Finalized rates for ads. Eliminated the \$100. Fee for Directory listing
5. Deadline for submission of ads Feb 15, 2007

Directory Listings

Name and Phone Number.	\$50
Name, Address and Phone (3 lines).	\$75
Name, Address, Phone & Web Address or email.	\$100
Each additional line.	\$25
Bold Face Name - add	\$50

Graphic Ads

Business Card Ads.	\$100
Full Page (inside).	\$1,800
Half Page (inside).	\$900
Quarter Page (inside).	\$450
Back Page (full).	\$2,000

Special: Purchase a graphic ad and get a 1 line directory listing free! That is a \$25 value!

6. Free web site directory listing with purchase of ad
7. It was agreed by all to accept large ads with the Back Page going for \$2000 for a full page, Full Page inside - \$1800, Half Page - \$900 and Quarter Page - \$450
8. Determined by all to include Banks and Realtors in mix of merchant businesses
9. Postponed New Business until next meeting
10. Talked about 5K run for next years ALF with Tourism Commission co-sponsoring with Breast Cancer in October '07

Meeting Adjourned 8:50pm