

West Milford Tourism Commission Meeting Minutes of Sept. 25th 2006

Meeting called to order by Commissioner Paul Bailey at 7:01pm
 Announcement of Compliance with Open Public Meeting Law read by Commissioner Bailey.

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

Old Business/New Business:

1. Ads for paper: Marinas should be targeted first because they close for the season the end of October.
2. Cost to print, cost of additional pages, cost of additional art work and additional distribution.
3. Need a list of shows/events to distribute left over papers this Spring.
4. Possibility of 25,000 papers next edition.
5. Sell points: Distribution (“out of the immediate area”).
 One paper, two distributions (April 15th & June 15th)
 Professional distribution to target areas
6. Need to get account set up to accept \$\$ for paper ads and other contributions. Need bank resolution. [Action item for Paul Bailey]
7. Need solicitation letter. [Action item for Paul Bailey]
8. Order form/rate sheet. Initial wording by Paul Bailey. Formatting by Bev [Action item for Paul Bailey & Bev]
9. Need minutes from last month’s meeting from PB. [Action item for Paul Bailey]
10. Must revamp hiking map and articles.
11. Proposed rates on rate sheet:

\$50	Name & Phone
\$75	Name, Address, Phone
\$100	Name, Address, Phone, web address or email.
\$25	Each additional line
\$50	Adder for Bold Face Name
\$100	Business Card Size Ad
\$100	Directory
Special: Buy both (Directory and Ad) and get one additional line free, a \$25 value.	
Ad Pages: 4" x 6 ½ ad space 3 ¼ 9 ¾ 11 ½ 45 Characters per line max Need camera ready formats (eps, jpg, gif) They supply their own artwork	
Contest: Automatically entered for a drawing to get your next ad free (equal in size) Deadline, February 15 th 2007	
If no ad is purchased, the company is removed from paper and Website. Website publication is a courtesy as well as the first free listing.	

12. Bev to do template and distribute for use on TC letterhead.

Meeting adjourned 8:45pm.

Approved on: _____

By: (initial please)

____ Chris Howell

____ Bev Puntolillo

____ Paul Bailey

____ Paul Zarrillo