

West Milford Tourism Commission Meeting Minutes of February 26, 2007

Meeting called to order by Commissioner Paul Bailey at 7:10pm
Announcement of Compliance with Open Public Meeting Law read by Commissioner Bailey.

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

No Previous minutes to approve

Old Business:

Highland Source Status: Thor as point person for advertising, marketing.
Use Percepture as the outside agency for letters soliciting ads to make paper self sustaining.

Reviewed reasons we as a commission could not sell ads.

Paul met with Scott Garrett, but discussions were dead ended.

New Business:

Contact Laurie Ardis to see how the town calendar works. Who does the printing? Who collects the ads? Who collects the monies?
Looking to send out approx 130 letters soliciting \$\$ to sustain paper.
Action item assigned to Bev.

J.H. Concert promoters. Suggested 20K for 1 event.

Open to Public:

No public comments at this time.

Presentation by Mike Breslin. Presentation was a demo for making a Tourism Video for TV spots, travel agencies, web sites, etc. Price negotiable. Around 20K if no real clips already exist that can be used.

Meeting adjourned 8:45pm.

Approved on: _____

By: (initial please)

____ Chris Howell ____ Paul Bailey

____ Paul Zarrillo ____ Rob NicholSEN ____ Bev Puntolillo