

## Fulfillment Subcommittee – Visitor Guide Review – Meeting Minutes

Wednesday, May 24<sup>th</sup>, 2010 at 4:30 pm

Community Center

Purpose: Cassio Group to present to the TTC Board

Attendees (TTC Board): Jim Smith, Bob Hart, Jon Johnson, Daniel Gonzales, Angel Preuit, Morgan Murri

Non-voting attendees: Jennie Green, Wendy Saunders, Mary Jo Coulehan, Mel Cassio, Darlene Cassio, Jane McKain

- 1) Jim Smith called the meeting to order
- 2) Cassio Group was asked to present to the TTC Board so that the fulfillment committee could seek additional input, as this was a very large decision for the board
- 3) The Cassio Group is represented by Mel Cassio, Darlene Cassio, and Jane McKain
  - a) The group provided an overview of their proposal to the TTC, and discussed four different options:
    - i) Option 1
      - (1) 60,000 copies of summer guide / 164 pages
      - (2) 30,000 copies of winter guide / 146 pages
      - (3) Online Interactive Digital Magazine
      - (4) Phone Application
    - ii) Option 2
      - (1) 2011 Annual Visitor Guide – 75,000 copies, 164 pages
      - (2) Online Interactive Digital Magazine
    - iii) Option 3
      - (1) 40,000 copies of annual guide
      - (2) Online Interactive Digital Magazine
      - (3) Phone Application
      - (4) Hybrid DVD with case
      - (5) Activity / Interest- based supplemental seasonal insert
    - iv) Option 4
      - (1) 40,000 annual guides / 164 pages
      - (2) Phone Application
      - (3) Hybrid DVD with case
      - (4) Enhanced Online Interactive Digital Magazine
    - v) Cassio Group presented multiple options that combines multiple ways to reach our target audience
    - vi) All pieces will be used as conversion tools – with tracking mechanisms to determine conversion rates from print to overnight stays

- vii) Budget and costs based on the requirements laid out in RFP – regarding paper weight, size of guide, etc.
- viii) Darlene stated that their printer has guaranteed the print costs for 12 months with the parameters detailed in RFP, so they are very confident that the numbers presented are conservative
- ix) Asked about ad revenue, and if it didn't cover costs, Darlene explained that one easy solution is to simply print fewer pages
- x) Cassio Group ended their presentation, left the meeting and TTC Board discussed more
  - (1) The group agreed they liked the overall presentation and the direction Cassio presented – including phone applications, mix of digital and printed materials, etc.
  - (2) Concern over quality of previous print; however group discussed the examples seen were likely a much smaller overall budget
  - (3) Group looked forward to the Sun's presentation