

Member Outreach Committee
August 23, 2011
Minutes

Present: Ardis Bynum, Ron Perrow, Mark Crum, Doug Adams, Gina Monteverde, Deborah Helleson.

Discussion regarding newsletter draft provided by Ardis. Overall opinion that newsletter type item should be included with bills periodically. Focus of newsletter should be new news with references to website for historic/in depth information. Ron suggested OCEC start a library of information on website.

*Action Item- Gina to get exact cost of printing/inserting a one page newsletter into the bills. Goal is to have a newsletter in the October bill.

Doug Adams asked for options on how to publicize PNGC report to be given by Dale Sekijima at Aug.24 Board Meeting. Unanimous decision that report to the Board should be in executive session with facts/decisions to be released by Outreach Committee after Board is informed.

Ron to write first Co-op Corner. Goal is to have first Co-op Corner in the Aug. 31 edition of the MV News. Cost is \$200.00 an article.

Use of banner ads on Methow Valley News and Methownet websites. Main goal is to direct members to website for information.

*Action Item- Deborah and Mark to develop banner ads.

Radio presence- Committee would like to have different Board members on the radio after each Board Meeting. Deborah informed committee that Don Ashford at KTRT can record "interview" and send to other radio stations as well as to the GRIST.

*Action Item- Gina to get details of radio interviews. Will schedule with KTRT for Sept. 29 (day after next Board meeting).

*Ron to ask Board members if they are interested in being on the radio.

Overview of projected expenses from \$5,500 budget.

Bill insert estimates \$505.00 each time. Estimate based on 3000/2 color and black on both sides of full page.

\$475.00 for printing/delivery to Arista (our bill processing company) and \$0.01 per insert to stuff (3000 * \$0.01=\$30.00).

Co-op Corner - \$200.00 x 8= \$1600.00

Methow Net - \$800.00/year

Methow Valley News-\$600.00/year

Radio spots-\$120.00 each time- includes original interview, play 3 times through the month(different listening audiences) and archived show which can be sent to KOZI,etc.

Next meeting: 8:00am on Sept. 27.