

Summary of Meeting
March 16, 2009 at 5:30pm at the J.S. Realty office
Marketing Committee for the DFA

Bonnie Welman, Julie Sathers and Rachel Jackson were present.

1. WSCA. We visited www.wsca.org and reviewed what was out there as far as dates to see if we had the majority on our website under No. MN Horse Events. We added all possible events to their calendar which is free and there is no login necessary. We also discussed an ad for the May 2009 Spotlight magazine. We could use the same one that is in the St. Paul Horse Expo program book.
2. www.northlandsnewscenter.com. We visited this site and reviewed their community calendar. There is no login necessary – Rachel was going to add events tomorrow.
3. Proctor sites. We visited www.visitproctormn.com. Information on the Dirt Floor Arena is there and it links back to our site. No calendar available there. We viewed www.ProctorMN.com but the community calendar was not working.
4. www.ktco.fm. Viewed site – login necessary but we already have an account. Rachel was going to put our events on this site.
5. www.ehorsehotline.com. Viewed site and looked at the horse events. Still not sure if we should put our events there or not as we would need to pay to put them one there.
6. www.duluthnewstribune.com. Viewed site but found no community calendar.
7. Other options to look into: B105, 107.7, any other radio stations. Channel 10? City of Hermantown?
8. Newsletter. We discussed the need to work on the newsletter. Reviewed last springs' newsletter and figured we should stick with the same format and just change the text. Rachel will make the simple changes and e-mail the document back to Julie. Lisa Repensky has also volunteered to help out with this so Julie will forward Rachel's changes to her for more updating. Julie will also work on some articles. Once done, it will be printed at Superior Print and then we will figure out who will put it all together with stamps and labels.

Things to think about for the next meeting (no date set): Review of the current website for changes/improvements. Additional community calendars. Additional horse websites to post events. Additional horse publications to print ads. Calls to both the Hermantown and Proctor papers to print human interest articles about the arena and what is going on there.

ACTION ITEMS NEEDED:

1. **Motion to put a ½ page in the May spotlight for a cost of \$49.**
2. **Motion to do the spring newsletter mailing it to as many contacts as possible – 400 copies possibly.**

Respectfully submitted,

Julie Sathers, Treasurer DFA