



Community Marketing Board Meeting Minutes

Thursday, April 26, 2018 – 5:00 pm

ROLL CALL: Board members present: Smith, Farley, Allen, Lundberg, and Barthelman.
Board members absent: None.

STAFF PRESENT: Danielle Rogers, Community Marketing Manager

A quorum being present Cindy Smith, Chair, called the meeting to order at 5:00 p.m.

In accordance with the Americans with Disabilities Act, Smith questioned if there was anyone present that may require special assistance in being able to participate in the public meeting. There was no response.

Minutes

There was one correction to the minutes from March – Smith's title was listed as Vice-Chair. A motion to approve the amended minutes for the previous meeting was made by Lundberg and seconded by Allen. Motion passed.

Advertising & Marketing with Liebl Marketing

Liebl Marketing Group, a marketing agency that produced the most recent Get to Know Newton video, provided a proposal to edit the 2018 brand video into commercials and to serve as a broker for the purchase of advertising spots in the Des Moines area market. Liebl presented his initial proposal to the Community Marketing Board.

It was discussed to hire Liebl Marketing to accomplish the following:

- Edit the 2018 brand video into a 30 second and 60 second commercials

- Establish flighted TV and OTT television campaigns in Spring 2018, Summer 2018 and Fall 2018
- Create a supporting radio campaign that can further expand into the Get to Know Newton campaign, including events, the \$10,000 new housing initiative, and other areas.
- Discuss enhanced digital strategies as well as marketing strategies

The City of Newton would pay a monthly retainer fee of \$190 per month (May through December) in consideration for the scope of services listed above. Liebl Marketing would also edit the video into a 30 and 60 second commercial for a fee of \$1,500.

A motion to have Liebl Marketing to serve as the City of Newton's agency of record, pay the retainer fee and to edit the new brand video into :30 and :60 second commercials by Allen and seconded by Farley. Motion passed.

Newton Daily News

The Newton Daily News has put together special pricing for one week promotional buys for summer events. This package will provide the Staff to promote the brand and special events including Newton Fest, RAGBRAI, Thunder Nites, and Bowlful of Blues.

The one week promotional buy would consist of:

- 3 – ¼ page full color ads in the Newton Daily News
- 1 – ¼ page full color ad in the Jasper County Advertiser
- 1 – ¼ page full color ad in the Jasper County Tribune
- 1 - ¼ page full color ad in the Prairie City News
- 1 - ¼ page full color ad in the Monroe Legacy
- 1 - web ad on newtondailynews.com 10,000 impressions

Total price per week is \$650. A motion to move forward with the one-week promotional buy for four summer events including Newton Fest and Bowlful of Blues, in the Newton Daily News was made by Lundberg and seconded by Allen. Motion passed.

Travel Iowa FY19 Opportunities

This will be reviewed at the Community Marketing Board's meeting in May.

RAGBRAI XLVI Update & Sponsorship

The board reviewed the 2018 Newton RAGBRAI Sponsor Opportunities. A motion for the Community Marketing Board to do a \$2800 sponsorship was made by Smith and seconded by Barthelman. Motion passed.

Adjourn

Lundberg moved to adjourn the meeting, Smith seconded. Smith adjourned the meeting at 5:58 p.m.

Attest:

Danielle Rogers
Community Marketing Manager

Date