



A Grand Vision for the Heartland

Grow Grand Island Arts & Humanities Committee Meeting

Date*Time*Location 11-1-17 * 12:00 PM - 1:00 PM * Tom Dinsdale Autos	Recommendation Number and Name Arts and Humanities Committee
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<p>Attending: Tricia Beem, Charity Adams, Don Deitemeyer, Charity LaBrie, L.J. McCormick, Karen Neppl, Fred Roeser, Karla Roeser, Carol Schooley, Georgene Smidt, Curt Vodehnal</p> <p>Presenter: Charity Adams: Slim Budget/Big Impact Event Marketing</p>

TOPIC	DISCUSSION	ACTION	WHEN
Introductions	The group introduced themselves and made announcements.	None	n/a
Presentation: Charity Adams, Slim Budget/ Big Impact Event Marketing	<p>The GI Convention and Visitors Bureau is developing a Calendar that will aggregate events from Facebook and Eventbrite.</p> <ol style="list-style-type: none"> 1. Build your Audience <ol style="list-style-type: none"> a. Invite Everyone, Sprinkle with other shares, videos, blog posts, unique content, pictures – pictures-pictures, Be social, Companion stories, Influencers, Mailchimp - Free to use 2. Creating Facebook Events <ol style="list-style-type: none"> a. Use the Eventbrite option, Leverage your friend’s friend list, Leverage other Facebook Pages, The power of Share contests (http://www.fanpagekarma.com/facebook-promotion), The power of boost 3. Eventbrite <ol style="list-style-type: none"> a. FREE, Online ticket option, Charge fees to customer, Print or electronic tickets, Eventbrite advertising sphere 4. Build your List 5. The power of print <ol style="list-style-type: none"> a. Church bulletins (who is your church? Civic groups, banks, sister organizations, schools), PR Stories, Press release, Posters 6. On Air works <ol style="list-style-type: none"> a. KRGi Am, NTV morning show and regular news, KHAS 7. Calendars – Everywhere <ol style="list-style-type: none"> a. Schools, TV, Radio, CVB, Nebraska Tourism 	None	n/a

Next Meeting: Thursday, December 7, 2017, 12:00 - 1:00 p.m., Tom Dinsdale Auto, 2nd Floor Community Meeting Room

Volunteer Hours: 21 hours