



A Grand Vision for the Heartland

Grow Grand Island Committee Meeting

Please complete and email to _____ within one week of meeting

Date*Time*Location 10/24/2016	Grow Grand Island Arts and Entertainment Marketing Committee

Attending:
Brad Mellama, Trica Beem, Charity Adams, Paul Nielsen, Georgene Smidt

TOPIC	DISCUSSION	ACTION/WHO	WHEN
Mission	Modified mission of the committee to include "marketing channel" Mission: To create an arts and entertainment discovery hub and marketing channel"		
Marketing Channel	<p>Purpose of the marketing channel: To create a universal method of dissemination information to the key media outlets as well as reaching the target market.</p> <p>A free or low cost solution for marketing arts and entertainment events.</p> <p>Marketing Channel defined by, but not limited to the following</p> <ul style="list-style-type: none"> Blog Press Release Calendar Vibe Universal Ticket purchasing Poster Distribution Social Media Mobile App 		
Methods to fund marketing channel	<p>Marketing Channel would provide service for free and step up from there.</p> <p>Free initial press release and basic listings.</p> <p>Ability to purchase tickets or premium listings at additional cost.</p> <p>Mobile app would provide geographic information as well as act as electronic ticket service.</p>		
Press release service	<p>Develop press release service for public use.</p> <p>Develop press release service to deliver key information in the form media outlets wish to utilize it.</p>		
Search Criteria	Defined key criteria and search functions for Calendar/Website		

	Sort by: Venue Date Ticket price Categories: Shows Fine art Galleries Performances Theatre Culture		
Proposal Document	Charity and Brad will work on initial document to present to the Arts and Entertainment committee for funding and developing the marketing channel and discovery hub	Charity Adams/Brad Mellama	11/17

Next Meeting:
Will meet at Grow Grand Island Arts and Entertainment master committee on November 17th.

Volunteer Hours: ____7.5____