

**MINUTES**

**Monday, April 13, 2009**

**4:30 PM – Second Floor**

**City Manager's Conference Room**

**Whitewater Municipal Building**

**312 W. Whitewater Street**

**Whitewater, WI 53190**



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**1. Call to order and roll call**

Jeff Knight called the meeting to order at 4:40PM.

Present: Jeff Knight, Al Marshall, Bud Gayhart, Jim Caldwell

Others: Mary Nimm, Mitch Grulke, Rod Hise – The Luminis Group

**2. Approval of the Agenda**

Knight motioned to approve the agenda. Gayhart seconded.

**3. Discussion and Possible Action on Media Campaign for Marketing of Whitewater Business Park:**

**a. Timing of Launch Date of Postcard Campaign**

**b. Sequence of Postcard Campaign**

**c. Timing of B-2-B Phone follow-up**

**d. Contract Proposal with the Luminis Group**

**e. Outline of Goals and Strategy for Marketing Campaign**

It was discussed that the launch date of the postcard campaign will take place as soon as possible. Nimm will work with the printers on confirming the price quote from 2008, and ask for proofs before printing will commence. The sequence will be: Dream Location, Financial Advantages, Diversified & Educated Labor Pool, UW Centers of Excellence, followed by the Summary. The cards will be mailed one week apart. The cards will be mailed first class and placed in the mail each Monday morning for arrival on Tuesday. The B-2-B Phone Follow-Up will start the day following the receipt of the last postcard.

A motion to enter into contract with the Luminis Group for a press event to cover this marketing campaign at a not to exceed value of \$1,200.00 was made by Marshall. Gayhart seconded.

Ayes: Knight, Marshall, Gayhart, Caldwell

Nays: None

**4. Future Agenda Items**

Consideration of hiring an intern to assist the Whitewater Community with grant writing

**5. Adjourn**

Marshall motioned to adjourn at 5:35PM. Gayhart seconded.

*Respectfully Submitted,*

*Mary S Nimm  
CDA Coordinator*