

2023 ISLAND DIRECTORY MEETING MINUTES

Date, Time: Friday, September 2nd, 4:00pm

Attendees: Karin Elofson (Scribe), Tookie Harris, Rev Will, Karen Friedman

* Zoom link provided by Brian (Phillips McEnany) did not work, so Rev Will sent out a second link. Not everyone saw the new link, but this team decided to meet to take advantage of Lulu's participation.

1) Recap of August 26th Meeting

- a) 2021 Advertisers
 - i) Brian will send letters to all advertisers in 2021 Directory and ask if they want to advertise again and, if so, are there changes to their ad artwork.
 - ii) Brian will follow up by phone or in person as necessary.
- b) Peaks Data Collection
 - i) Bill Oliver will lead team; he is back on Island the beginning of November. Bill to ask Sarah Ingraham and Priscilla.
 - ii) Requests for information to be posted on Next Door and PI List – *Done*
 - iii) Yellow sheets to be placed at Library, Hannigan's and Lisa's Café – *Done*
 - iv) Brian will gather yellow sheets from Red Box outside Parsonage.
- c) Advertising/Revenue Spreadsheet
 - i) Brian and Geoff plan to maintain - YAY! Thanks!!

2) Contents of Packet for Advertisers

- a) Cover Letter – Tookie and Anne to reach out to Mavourneen to write letter
- b) Cost Sheet – Cost of advertising by size with information on artwork formats – 2021 version is good start, but needs some updates.**
- c) Submission Form, including all pertinent contact information, payment methods for cash/check and by credit card. **TO BE DEVELOPED**; what paperwork stays with advertising team for follow-up and what is sent to Church with check/cash?
- d) Addressed, stamped envelope for form and money. Will to order safety envelopes - letter size, peel and stick.
- e) This should separate the money flow from the artwork flow.
- f) Back cover and other key advertising locations should be rotated out of fairness.

3) Cover Artwork

- a) Karin to send out announcement via Next Door and PI List for B&W artwork submissions. No prize – just bragging rights!
- b) We will ask if artist is willing to have their piece as filler, should it not be chosen for the cover.
- c) Submissions due by January 1, 2023.

4) Possible Donation from Profits to Other Islands

- a) It was suggested that there be some donation to the other Islands, as a good-will gesture. Perhaps a percentage of ads from that Island, to encourage sale of ads on islands other than Peaks. No further conversation at this time

5) Reminder - Data Sources

- a) Online link - <https://rebrand.ly/IslandDirectory>
- b) Peaks Responses to cascodirectory2023@gmail.com
- c) Other Island Responses to cascodirectory@gmail.com; Anne sending modified copy of Yellow Form to other Island reps.
- d) Hard-copy form