

PARK OPERATIONS & MANAGEMENT (O&M) COMMITTEE
AGENDA
MAY 26, 2015

Committee Members: Supervisors Monroe, Merlino, Kenny and Dickinson

- I. Committee meeting called to order by Chairman
- II. Motion to approve the minutes of the prior meeting - May 13, 2015
- III. Action Agenda/New Business Items:
None.
- IV. Referrals/Pending Items:
 1. Committee provided conceptual approval of The Festival Commons at Charles R. Wood Park website design; next meeting to include presentation of the actual website by George Normandin, of Normandin Marketing, as well as a proposal for Normandin Marketing to manage the website. (05.13.15)
- V. Discussion Items:
None.
- VI. Privilege of the Floor to discuss any additional items to come before the Committee
- VII. Motion to adjourn

Attachments:
None.



DATE: March 23, 2015
BUSINESS NAME: Festivals at Charles R Wood Park
MARKETING CONTACT: Mayor Blais
SALES REP: Valleri

ADVERTISING PROGRAM

Festivals at Charles R. Wood Park Calendar:

We will create a calendar page for all of the festivals at Charles R. Wood park. The page will have a custom header and a list of every event with a brief description of the event. There will also be a link to a custom event page on our events calendar for each individual event. This calendar will be housed on LakeGeorge.com and promoted one time on our Facebook page, Twitter and Google+ pages.
Rate: \$2500 (no charge with advertising purchase)

Facebook Marketing

The LakeGeorge.com Facebook page has over 139,000 fans. Reach our fans and their friends with a custom, boosted Facebook promotion on our page. We are recommending one promo for each event to be ran two to four weeks prior to the event depending on the event type.
Rate: \$200/promo (we recommend promoting all 18 events – which would total \$3600)

Newsletter Ads:

The LakeGeorge.com newsletter goes out to over 32,000 people. We recommend that you promote the calendar page in the next 4 newsletters. May, June, July and August.
Rate: \$1600

Design Fee for Posters:

Mannix Marketing will design your poster promoting the events taking place at the Festival Space at Charles R Wood Park. The design will be similar to designs we have done for Shepherd's Park posters.
Rate: \$750

VALLERI APPROVED
DONE!

INITIATING SERVICES / PAYMENT

Effective Date:

The effective date to begin services is upon receipt of both the signed contract and payment.
April 1

Payment Terms: TBD

Quote expiration:

We are pleased to provide you with this proposal for your business. This proposal will expire unless you send us a signed copy by April 15

TERMS & CONDITIONS

To find all Mannix Marketing Terms and Conditions, please visit <http://www.mannixmarketing.com/terms/>.

PROPOSAL ACCEPTANCE

Yes, we would like to hire **Mannix Marketing, Inc.** to provide the services as proposed and described in this contract. I understand and agree to the terms and billing practices in this agreement. I also understand and agree to the additional terms and legal information listed on the Mannix Marketing, Inc. web site (<http://www.mannixmarketing.com/terms.htm>).

Authorized Signature

Print Name

Title

Date