

# 2007 TROLLEY TOUR

Kickoff Meeting of 2007 Trolley Tour Committee (02/21/07)

## **In Attendance:**

Bob Wyman, Brice Alt, Lee Ann Atwood, Michelle Rozovics, & Tom Nemcek

## **Minutes:**

The meeting began with Bob & Tom describing what they learned during their visit to the Trolley Company. The trolley is 32' long – may affect places for stops. There are 2 outside signs areas – one on each side of the trolley – that are available for sale. The signs would be 55" x 21" and can be no thicker than 1/8". The inside of the trolley has area for ads in the curved corner where the sidewalls meet the roof. The height of the signage is 17" and needs to be made of a bendable, thin plastic in order to conform to the gentle curve of the corner. There is 20' of space on the left side of the trolley and 17' on the right. Once the ad signs are created the trolley company will install them one week before the event at no charge if we deliver them to them.

The discussion moved to how we should bundle the ads and price them. Tom asked to set the target for the advertising revenues to match the expenses (trolley rental fee, ticket/guidebook printing cost, ad signage printing cost). That would allow the ticket sales to be purely profit. Michelle has been feeling out potential advertisers about cost and space. At the end it was decided to mull over these 4 possibilities:

1. 1/8 page (business card) in the guide book - \$75.00
2. ¼ page in the guide book & one 3 foot sign in each trolley – \$150.00
3. ½ page in the guide book & one 3 foot sign in each trolley - \$250.00
4. One of the side trolley signs - \$400.00

It was also decided that advertising solicitation would not start until everyone thinks about these packages until the March 1 Commission meeting when we would make the final decision. Michelle will meet with a printer to get some ballpark prices on printing the ads.

Tom handed out copies of the Gantt charts for review. It was generally agreed that most of the tasks were captured, but some timing needed to be adjusted to achieve more optimal alignment between the promotional materials and the ticket sales and the advertising selling time needed to be extended. Tom will make the adjustments and send it out to everyone as a pdf file.

Lee Ann suggested that we start the promotional phase of this project by taking a picture of the group working and submitting it to some local publications as a “teaser”. Lee Ann took the photo. Michelle will help her coordinate it once Bob e-mails the picture to her.

The topic then shifted to the tickets. The main question was should they be timed or not. It looks like the group was leaning toward timing the tickets to prevent the patrons from all wanting to get on at the same time. More discussion is needed on this subject before a final decision is made. There was also some discussion on the departure times. This also needs to be decided by ticket printing time. However, it looks like there will be no problem getting volunteers to be tour guides. Already having Bob and his brother, Jim, as guides, Lee Ann and Michelle also want to lead tours.

### **ACTION ITEMS:**

To be completed before the March 1 Commission meeting:

1. Michelle will have some estimates on printing costs for the various advertising signage.
2. Tom will make the necessary modifications/corrections to the Gantt chart and distribute them via e-mail.
3. Everyone will review the advertising packages and costs to be prepared to make final decision on them.

Other action items:

1. Bob will e-mail the photo he took to Lee Ann.
2. Lee Ann/Michelle will put together a small “blurb” to go with the photo before Lee Ann sends it off for publication.

### **Chairman's Corner:**

Thanks goes out to Michelle for starting the ball rolling on the advertising sales which helped us, along with Lee Ann's input, put together the preliminary ad packages and their respective pricing. I think we got a good start in the planning process. After Diana gets back and reviews these materials and Michelle has some printing estimates, we will be able to make informed decisions next Thursday at our Commission meeting about the advertising. Thanks to everyone for the strong start!

Peace & Love,  
Tom Nemcek  
2007 Trolley Tour Chairman