

Gray Wild Blueberry Festival
 April 4, 2023 Committee Meeting
 11:30 am – 1:00 pm at Gray Town Hall

	Notes/Action Items
1. Welcome – any new business to add to agenda #5?	
2. Minutes – Approve February meeting minutes.	
3. <u>Marketing & Communications</u> a) Rack Card - design, locations, quantity, cost b) Save the Date postcards – role, events, c) Three vinyl banners from 2017- replace or keep using with old logo? d) Radio and/or TV spots – PSA and/or interview e) Print Media/\$2,150 Grant – update Portland Mag. and Down East Mag. f) T-shirts, totes, and/or insulated water bottles, for sale g) Festival website & Instagram - content and quantity of photos h) Articles about festival – e.g. what angle for Press Release(s)? i) Event listings - what limited description appeals best to readers?	
4. <u>Revenue, Expenses - Projections vs. Unknowns</u>	
5. <u>New Business</u>	
6. <u>May, June, July meetings</u> – best day/week/time to meet each month	