

Marketing VP Report-June 2010

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To: board@westtowns.org

WTC Marketing VP Report for June 2010

The marketing committee had another meeting at the home of Tony Tumea last week. Three people were in attendance. Our biggest challenge remains lack of member involvement in the marketing of the chorus. One of our newer members, Dan Murphy has comitted to be involved, but was not in attendance.

Another newer member, Dave Walker, was there, and has done a good job of taking charge of our mailing list. He is in the process of sending out, to our our customer email list of about 700, a list of events that Westtowns is in involved in over the next 2 months: (Rush game, Kane County Cougars, July Cabaret, Fairview Village Review in August). We will use a software product similar to Constant Contact but cheaper. The idea behind this is to keep the Westtowns name in the mind of our customers, the ticket buyers. We will follow this up with a more detailed invitation to the July Cabaret. If this works well, we will do this again in September.

We need to capture more email addresses from our customers. We discussed various ways of getting that during the Christmas Shows.

Joe Temececk, who is in charge of the Web site re-development and internet presence was also there. While the web site redevelopment is in process, we decided that the "social networking" thru Facebook (Westtowns Fan Page) was easier to move along at the present time. He is in the process of consolidating this and will be responsible for posting West Towns happenings to it on a regular basis. Hopefully, this will also generate some interest in attending our July Cabaret.

We hope to have monthly meetings so that the momentum will grow.

As soon as I get more details on the July Cabaret, I will be sending out a press release on it to the papers and the Chamber and the DG Visitors Bureau.

I will be attending a meeting this Thursday morning sponsored by a new DG magazine publication that proposes to give free publicity to local non-profits in the area.

Tony Tumea
Marketing VP

Be sure to visit our web site at <http://WWW.GOODCPAFIRM.COM> for plenty of useful financial tools and relevant information.
