

Marketing committee report

At the April meeting the Committee was tasked with several items which could be expressed as

- 1) Produce some maps.
 - 2) Produce some Public Relations text
 - 3) Find money to support the marketing Effort.
- Produce some maps – can be divided into three steps
 - Gather digital line work of various trail segments.
Done. Needs to be refined and verified
 - Gather digital information on the services available at each trail head.
Have gathered the information from Google. Needs verification and vetting.
 - Find a Graphic Artist who can take that data and produce some pretty maps
Mike Baker has offered to do some of this work
 - Produce some Public Relations text
 - Gathered various articles that have mentioned EPTA
No action taken on evaluating and assimilating these texts
 - Find money to support the marketing Effort.
 - Since no product to show, no action taken on this item