

Action Item for the EPTA Board of Directors

Printing a Brochure Promoting 1 day and Multi-day trips

Background: During the January 16, 2019 EPTA Meeting there was discussion regarding a brochure that would promote open sections of longer connected sections of trail that provide for a day or multi-day rides. The discussion brought out that some Board Members were not sure who the audience was for this piece because of the nature it was to be distributed, the cost was significant, and the draft was still rough. The Marketing Committee convened via conference call and discussed it further. A new draft has been prepared with the audience being trail users with distribution being completed by the EPTA Board members to their Visitors Bureau, bike shops, or other locations that trail users may frequent to get trail information. In addition, any Board Member traveling that wanted to drop some at locations that outdoor recreation/bicyclist may visit outside our area is welcome to do so. A news release would be issued when the brochure has been received from the printer.

Attached to this document is a draft. Edits are welcome and encouraged.

Two quotes were sought and received using the specifications of a 11" x 17" brochure paper; folded in half to make an 8.5" by 11" then tri-fold to make a finished piece of about 3.66" x 8.5" (typical brochure size). Pricing requested for quantities of 5,000 pieces and 10,000 pieces

Vendor Name	Cost for 5,000 pieces	Cost for 10,000 pieces	Delivery
Seneca Printing Express 191 Howard St Ste 302, Franklin, PA 16323 · (814) 437-5364	\$795	\$1,150	No cost to ORA Office
Reed & Witting 2900 Sassafras Way, Pittsburgh, PA 15201	\$1,125	1,485.00	No cost to Roy Weil

Recommended Motion: Approve the printing of the brochure once it is finalized not to exceed \$1,150. The actual amount printed based on the number received via querying the EPTA Board.