

EPTA Marketing Committee Agenda

September 17, 2020

Old Business:

- Trip Itinerary Brochure Follow Up
 - Status of Project
 - The brochure is completed and just needs to be send to the printer.
 - Add Spartanburg to the front map – Kim will work with Helena to have the last change made.
 - Distribution
 - Begin distribution at the beginning of the year but will alert the board that they can pick them up in Oil City. Recommend that they give Kim Harris a heads up before they come.
- Website
 - Board Member Resource Page
 - Courtney and Kim will be working on getting that set up as a “hidden page.”
 - Making adjustments on the home page to easily link to maps and donations.
- Annual Report
 - Release
 - Up digitally
 - Fix up the Titusville section
 - Toni will incorporate into the membership letter that report will be available online (Reducing our paper waste)
 - Kim mentioned at ORA they can print some in house
 - Kim will start with about 50
 - We will speak with the rest of the board about potentially printing more.
 - Timeline for future Reports
 - Reminder to Board members at the next meeting
 - Deadline: November 20th
 - Potentially adding a line that reflects that the funds raised for projects do not account for volunteers, staff time, etc.
- Newsletter Release
 - End of Year – Nov/Dec
 - Letter from Barney
 - Membership/Donation Call
 - Blog highlights from Chris (Brady Tunnel), Leah (Trail Month), Kim (East Branch), Courtney (Allegheny)
 - Turn this into a social media blog series

New Business:

- Membership Brochure
 - Kim and Courtney will work Leah and Toni to get the outline together
 - Toni would like to get it completed for November
- Branding and Identity
 - We will review this with the whole board to receive feedback
 - Looking into paths for funding
- Video Series
 - Creating videos that can be used for promotion, project highlights
 - Using them on the website, social media, during the next summit
- Photo Library
 - Working to collect photos for each trail
- Communications Intern
 - ORA is potentially willing to host a communications intern that would be able to assist with Erie to Pittsburgh Communications needs.
 - Social Media Posts
 - Newsletter
 - Creating Videos
 - Collecting Photos and establishing a photo library