

Special Board Meeting for July 19, 2023 6:00pm

**Marketing
Den Airconditioning**

Attendance: PR chairman Joe Wilds, President: Judy Biddle, President-Elect: Paul Ortiz, Treasurer Emeritus: Don Cox, Secretary: Pam Wiggins, Claudia Anderson, Lucy Podolske, Moe Parker, Lee Head (by phone), Evette Parker.

iHeart Media – Darell Johnson and Kelsey Hutchinson presented the marketing proposal below.

Weekly Broadcast Campaign

Adults 18+ Total Reach | 77,500+

August 23' – August 24'

ON - AIR



Broadcast Radio	Monday	Tuesday	Wednesday	Thursday	Friday
Commercial 6a-7p	2 x :30	2 x :30	2 x :30	2 x :30	2 x :30
Bonus					
10 x :30 Mon- Sun 12a-12a					



Bonus
Unsold Inventory Filler

Weekly Investment: \$250

iHeart Media will match our 10 for a total of 20 spots, plus will use our commercial to fill unsold inventory slots.

iHeart Media can change commercial spots within 72 hours to meet our needs once we give them the information.

Pam motioned to accept the proposal and sign a one year contract. Claudia seconded. Motion passes without opposition. (Discussion from Joe Wilds...if we feel it is not working we can give a 30 day notice to void remaining months)

Den AC

Don reported the AC (kitchen and upstairs) needs to be replaced. Quote from Roussos is for \$7714.00 to replace inside and outside units.

Lee motioned to accept the quote and get the units replaced ASAP. Claudia seconded. Motion passes without opposition.