

**Fulfillment Committee Meeting
March 29, 2010**

Committee Attendance: Phil Vassar, Cindy Singleton, David Fries, Kim Kelly, Kim Lewis, and Jay Patrick

Staff Attendance: Scott Schult and Johanna Hodge

Call to Order – Phil Vassar at 3:35 pm

Approve Meeting Minutes – David Fries made motion to accept minutes, seconded by Kim Lewis; committee approved.

Grand Strand Living – Committee reviewed 2010 guide; Johanna Hodge stated ad revenue covered print and production expenses.

2011 Publication Guidelines – Phil Vassar presented list of items for discussion and the following recommendations and decisions were made:

1. Marketing Council has requested committee develop guideline concerning businesses with multiple locations (i.e. River City Café, Spring House Family Rest., Five Guys Burgers & Fries)
Jay Patrick made motion to leave as is, proceed on case by case basis, decided by Marketing Council, seconded by Cindy Singleton; committee approved.
2. Findings on 1/6-page ads being formatted vs. display
Jay Patrick made motion to leave as is (1/6-page ads formatted) no change, seconded by Kim Lewis; committee approved.
3. Late ad fee policy
Jay Patrick made motion to leave as is but propose not to wave late fee for 2011, seconded by Kim Kelly.
4. Guide layout – ads
Cindy Singleton made motion to leave as is, no change to current guideline, seconded by Kim Kelly; committee approved.
5. Date publications (i.e. 2011 on cover)
Jay Patrick made motion to leave date off of publications, seconded by David Fries; committee approved.
6. Add to front cover “see blow-in card inside”
Committee discussed no action taken
7. Update creative, concern with same look
Committee discussed no action taken
8. Beef up golf section
Committee discussed no action taken but would like to see more courses listed

Meeting adjourned – 5:15 p.m.

/jh