

Manistee Blacker Airport Authority

2323 Airport Road -Manistee, Michigan 49660

Marketing and Promotion Committee Minutes

Thursday February 21, 2013
Manistee County Blacker Airport
Conference Room

Committee

Members Present: Ross Spencer, Chairman
Alan Marshall, Thomas Smith

Members Absent: None

Others Present: Barry Lind, Airport Director,
Brandon Jensen, Owner, Rightside Design
Jake Knight, Website/Internet Branding, Rightside Design

The meeting was called to order by Chairman Spencer at 1:03 PM.

Rightside is a small local shop consisting of Brandon Jenson and Jake Knight with Maralee Cook providing Copy Editing on a contract basis. Rightside Design has the fewest team members and has been in business the shortest amount of time. The firm has worked with Manistee County Convention and Visitors Bureau, The Pure Michigan campaign, the Manistee Visitors Guide, and various websites. Some past design work has been provided to the Manistee Airport.

The Committee was provided with a presentation on Rightside Design. This included an overview of the services provided, history of the organization, and examples of prior work.

A general discussion and question and answer session followed their presentation. The committee expressed some of the concerns we have and the Authority's desire to get "ahead of the curve" in our advertising and promotional events.

Note: This was the first of three firms to be interviewed.

The meeting was adjourned at 2:58 PM

Respectfully submitted,



Ross Spencer, Chairman
Marketing and Promotion Committee