

# Manistee Blacker Airport Authority

2323 Airport Road -Manistee, Michigan 49660

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## Marketing and Promotion Committee Minutes

Tuesday February 26, 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,

Part One: **Stevens Advertising:** Allen Crater, President, Michael Muller, Executive VP, Daniel Spicer, Creative Director, Lisa Decker, Account Executive, and Stacy Kelly, Title not recorded

Part Two: **Knorr Marketing:** Phillip Calligham, Senior Account Executive  
Kurt Strasser, Account Executive

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*Note: This meeting was composed of three sections. The first two parts were for the interviewing and receiving of presentations from two advertising agencies. A third firm was previously interviewed by the Committee on Thursday February 21, 2013. The last (third) part of the meeting was for the Committee's discussion of all three of the advertising firms being considered. The goal was to arrive at a selection recommendation for the Manistee Blacker Airport Authority Board.*

Part One: The meeting was called to order by Chairman Spencer at 1:15 PM.

**Stevens Advertising** is a Grand Rapids, Michigan based firm. One of their clients is the Crystal Mountain resort. They have been in business since 1917 and their work force numbers about sixteen people. They work with clients throughout western Michigan and many other states.

The Committee was provided with a presentation on Stevens Advertising. This included an overview of the services provided, history of the organization, examples of prior work and some methodology on how they provide services.

A general discussion and question and answer session followed the 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.

A break was called at 2:50PM and the meeting resumed for Part Two at 3:05PM

Marketing and Promotion Committee  
February 26, 2013  
Page 2 of 2

**Knorr Marketing** is an established Traverse City, Michigan firm with a work force that is comparable to the Stevens Firm. They appear to work extensively in advertising for companies in the manufacturing arena. One of their strengths is direct mail promotions.

The Committee again was provided with a presentation which included an overview of the services provided, history of the organization, examples of prior work and some methodology on how they provide services. They emphasized their reliance on market research with would include an upfront fee of between \$10,000 and \$16,000.

Again a general discussion was held where the Authority's concerns were discussed.

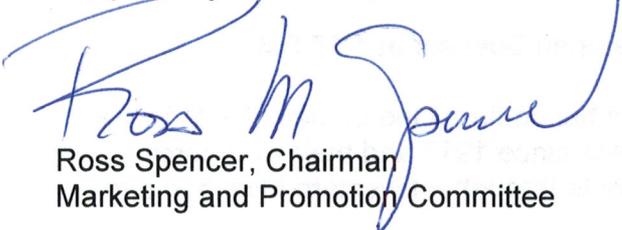
A break was called at 3:45PM and Part Three of the meeting resumed at 3:50PM

Members reviewed the presentations from each of the three firms and then discussed what we thought were their strong features or possible areas of weakness for each. All appear to be quality firms and the members gained a great deal of knowledge by just going through the process of interviewing each firm. The back and forth questions provided considerable insight into what is available with each firm and insight into some of the major considerations required to both implement and maintain an effective advertising program. Taking all of this into consideration, including the advertising we currently have in place and our time constraints, the Marketing and Promotion Committee's conclusion is as follows:

**The consensus opinion is that we recommend Rightside Design to the Manistee Blacker Airport Authority Board as the firm to be contracted with for advertising.**

The meeting was adjourned at 4:35PM

Respectfully submitted,



Ross M. Spencer, Chairman  
Marketing and Promotion Committee