

HUB COMMITTEE MEETING

September 16, 2021

In Attendance:

Members Present: Ann Smith, Chairperson, Rick Shew and Mayor Janet Winkler

Member Absent: Larry Chapman

Others Present: Town Manager, Jonathan Greer, Finance Officer, Michelle Coffey, HUB Manager, Janice Woodie, and HUB Steering Committee Member, Kathy Carroll

(Note: Minutes of the meeting were kept and submitted by Finance Officer, Michelle Coffey in the absence of Town Clerk, Tammy Swanson.)

Call to Order:

Chairperson Ann Smith called the meeting to order.

Discuss Plans for the October 2nd Mifford Museum Opening:

Kathy showed the group some of the signs that she is going to have made for the museum opening event.

Kathy asked that Tammy Swanson print copies of the map that is going to be included in the program. Kathy stated that she paid for what she has already had printed, and has purchased paper for copying the maps. She commented that she didn't mind contributing to the event.

Kathy and Ann reviewed the "happenings for October 2nd." They stated that workers would probably start showing up at 7am to prepare for people that will come early for the events. Events start at 9am and Jan Karon wants the HUB personnel, members of the Board, Kathy, Ann, and Jonathan on stage with her. Jan wants everyone that has been part of making the museum happen included.

At no later than 10:40am, the tours need to begin. Food vendors will include the American Legion crew, Bird Smokehouse, Paradise Subs, Egg Rollin, and Sanders Country Store for serving ice cream. The food vendors will be located behind Building B. Coffee and orange marmalade cake slices will be offered for sale in the catering room inside Building A.

The group discussed using the Town's little firetruck or the Recreation Department's utility vehicle to transport people (volunteers) from different parking areas. It was decided that a golf cart may be a better mode of transportation for this type of thing, and Kathy was going to work on getting a golf cart.

There will be different events going on during the day to keep people moving around and occupied.

Special wrist bands will be given to each person that has purchased a ticket so they can be easily identified.

Candace Freeland's (Jan Karon's daughter) photography will be on display, and people will be there to explain what the pictures are and who Candace was. Candace worked for US News World Report, and her photography display is great. Candace was also very musically talented, and some of her music will be played during the Pudding Stone concert on Friday, October 1st.

The only complaint Kathy and Ann can think that someone might have is that they can't just show up and meet Jan and shop at the store and leave. There are going to be schedules that have to be followed, and there will be groups of 30 people going to each location at a time. So it could take up to 4 hours to get a turn to greet

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Jan or go to the book store, etc. The last tour of the day is at 5:30pm, and the bookstore will re-open at 6 for people to shop. Ann commented that there will be no tours upstairs, and no one will be allowed upstairs.

Ann stated that the Town would need to pay Erin Johnston Photography \$250 on 10/2, and pay Eric Stafford, the videographer, \$250 on 10/2 as well.

Update on Sign for Building B:

Janice reported that the sign for Building B is being made, and she thinks we should put it where the flag pole was removed in front of the building.

Report from Appalachian Music Program:

Ann stated that Appalachian is already moving their stuff in for their music program, and even talking about possibly renting another room.

Budget Revision:


Jonathan updated the Committee about a purchase change with the HUB Budget. In the budget is \$10,000 for stage lighting. Keith Smith would like to spend \$2,500 on mics, because we cannot get all the lighting we need with the amount budgeted. Keith plans to spend the money remaining in the budget on lighting.

Discuss Quotes for Advertising:

Jonathan shared the following quotes he has gotten on advertising for HUB Station:

- Option – Advertise with Foothills Radio Group:

Foothills Radio had done a sample spot already. The group listened to the ad they had sampled, and everyone liked it. Jonathan stated that if there are any events targeted for a specific month, Foothills would change up the message. Jonathan stated that with Option B (on quote) - Foothills would have 81 commercials a month across 6 different stations that they own.



**Town of Hudson
Proposal**

Dates: September 2021 – June 2022

Option A: 135 commercials per month across all stations

- KICKS 103.3
- Classic Hits
- STAR

Value: \$1,400
Earned Discount: 40%
Monthly Investment: \$840/mo

Option B: 81 commercials per month across all stations

- KICKS 103.3
- Classic Hits
- STAR

Value: \$800
Earned Discount: 25%
Monthly Investment: \$600/mo

Added Value:

- Doubled Schedule for Month of Choice

- Option 2 – Farm Bureau Magazine:

The Farm Bureau Magazine, depending on ad placement, could cost up to \$3,500 for one issue.

- Option 3 – Hickory Living:

An ad in Hickory Living, depending on size – could be 12 months ½ page \$645 a month.

It was the consensus of the group to go with Foothills Radio Group – Option B.

Rick asked about advertising on Facebook with pop-up ads.

Kathy stated that the last time she used Facebook advertising, it was about \$20 for a specific time period.

Adjournment:

Motion: (Rick Shew/Ann Smith) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk

(As submitted by Finance Officer, Michelle Coffey)