

Item #10:
Village Trustee Marshall
LGBCP Board Meeting – September 2, 2010

**Long Grove Business & Community Partners
Board of Directors Meeting
Tuesday, September 21, 2010
5:15 PM - 6:00 PM
At The Village Tavern**

AGENDA

- 1) **Call To Order**
- 2) **Welcome & Introductions**
- 3) **Review Past meeting Minutes (August attached)**
- 4) **Treasurer's Report**
- 5) **Executive Committee Report**
Upcoming timeline for Board, Committees, Budgets, etc. Set Annual Meeting date.
- 6) **Director's Report**
- 7) **Village of Long Grove Report**
- 8) **Promotions Committee Report**
- Special Event Applications
Turkey Trot 5K Run & Walk - November 25th, All Community Events, Peter Starykowicz
OktoberFest - October 16-17, LGBCP
Oktoberfest Parade - October 16, 10:30 AM, LGBCP
Village Tavern Outdoor Dining Tent, October 8-18, 2010 - Village Tavern
- 9) **Marketing Committee Report**
- Robin Malpass & Associates Presentation
- 10) **Organization Committee Report**
- ByLaws Review
- 11) **Design Committee Report**
- 12) **Economic Development Committee Report**
- 13) **New Business**
- 14) **Adjourn - Promptly at 6:00**
- **BOARD MEETING FOLLOWED IMMEDIATELY BY "MEET & GREET" WITH RESIDENTS, 6:30-8:00**

*Next Board Meeting: Tuesday, October 19th, 2010 - 5:15 PM at Village Hall
Workshops & Committee Meetings TBA*

CALENDAR

October 1-2-3	APPLE FEST
October 11	Rally for Independent Businesses featuring <i>The 3/50 Project</i> Founder Cinda Baxter
4:30 - 7:00 at Seasons of Long Grove (advance tickets sales \$10 Members, \$15 Guests)	
October 16-17	OktoberFest - Saturday Noon-8PM, Sunday Noon-5PM - Parade Saturday, 10:30 AM
October 19	Board of Directors Meeting
November 12-13-14	Holiday "Preview" Weekend

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: August 17,2010

Call to Order at 5:25 PM

Board Members in Attendance: Tim Almy, Tobin Fraley, Jodi Hutch, Sal Gudagna, Ami Shah, Karen Krahn, Sarah Yerkes, Rachel Perkal, John Kopecky, John Marshall

Village Representatives: Dave

Staff: John Maguire, Kelly Happ

Guests: Steve Douglas, Joanne, Charles, Barbara, Robin Malpass

Welcome and Introduction: Sal introduced our guests

Review Past Meeting Minutes: sy move jh second passed *

Treasurers Report: Sal reported status of bal sheet and p&l and bank account status. Jk motion tf second, moved.

Executive Committee Report: no meetings - bob stoll had triple, itching to get back!

Directors Report: John reported next week is LGCVB annual meeting, anyone wanting to go, let John know. Studio of LG auction took place, nothing came out of it though there are still some conversations taking place at this time. Summarized balance of the year schedule and a heads up as to when the budget process is to start and to end.

Village of Long Grove Report: dave has received complaints about signage and condition of property. There are signs of progress. Heads up regarding loading and unloading concerns and parking on side streets - to be addressed.

Design Committee Report: JK asked why there isn't a sign at 53 and RP Coffin rd. TF explained dollars went to marketing but we'd love to. JM reminded us of the letter from the state transp. That said we are signed adequately.

Economic Development Report: no report, john advised that the recommendation and commitment has been made to bring in Cinda Baxter of the 3/50 project.

Marketing Committee Report: Sal introduced the genesis of the effort to assess and then hire a professional marketing firm. KK went through how the process worked and told of the already existing relationship with RM and associates. RM presented what was brought to the rfp review session. A brief Q&A ensued. John Maguire summarized the content and next steps.

Organization Committee Report: no report

Promotions Committee Report: we have an application for the heritage run, there is a new policy regarding road closures needing to be submitted more than TF motion, KK second pass on to village. John M reported final final deadline for the World Tour event is tomorrow. Halloween falls on Sunday this year, no special plans in the works. Reports are the Art Fest Wind and Dine was successful. All goals met and exceeded.

New Business -

Adjourn - jk motion to adj, TA second

Adjourn 6:20 pm

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of August 31, 2010

	<u>Aug 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	8,250.84
1050 · PNC_National City Money Market	<u>1,048.66</u>
Total Checking/Savings	9,299.50
Accounts Receivable	
1200 · Accounts receivable	<u>13.00</u>
Total Accounts Receivable	<u>13.00</u>
Total Current Assets	9,312.50
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	6,772.19
1799 · Accumulated depreciation	<u>-11,199.23</u>
Total Fixed Assets	<u>5,572.96</u>
TOTAL ASSETS	<u><u>14,885.46</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Payable	1,914.32
2110 · Illinois Withholding Payable	255.35
2110.01 · Wage Garnishment Payable	692.30
2120 · SUTA Payable	38.85
2301 · Retirement Plan Withholding Pay	392.32
2820 · Line of Credit Midwest Bank	<u>38,000.00</u>
Total Other Current Liabilities	<u>47,513.14</u>
Total Current Liabilities	<u>47,513.14</u>
Total Liabilities	47,513.14
Equity	
3010 · Fund Balance	12,857.84
Net Income	<u>-45,485.52</u>
Total Equity	<u>-32,627.68</u>
TOTAL LIABILITIES & EQUITY	<u><u>14,885.46</u></u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Monthly Profit & Loss

January through August 2010

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	TOTAL
Ordinary Income/Expense									
Income									
4000 · Administration income	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	1.00
4001 · SSA (B1 district)	0.00	0.00	13.04	0.00	0.00	54,405.25	29,416.19	3,555.04	87,389.52
4002 · Village of Long Grove	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	10,000.00
4004 · General fundraising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,326.00	4,326.00
Map/catalogue/coop ad income	1,575.00	3,250.00	1,275.00	0.00	0.00	0.00	0.00	0.00	6,100.00
4100 · Gift Certificate Sales	-90.00	-30.00	25.00	50.00	-150.00	0.00	100.00	-940.00	-1,035.00
Members	1,500.00	500.00	500.00	1,000.00	500.00	0.00	0.00	325.00	4,325.00
4300 · Marketing income	0.00	0.00	400.00	0.00	0.00	0.00	0.00	0.00	400.00
Promotions income	17.29	0.00	21,397.50	25,088.50	66,416.92	49,293.11	14,787.50	5,308.00	182,308.82
Total Income	<u>3,002.29</u>	<u>3,720.00</u>	<u>23,611.54</u>	<u>26,138.50</u>	<u>66,766.92</u>	<u>113,698.36</u>	<u>44,303.69</u>	<u>12,574.04</u>	<u>293,815.34</u>
Expense									
Administration									
6100 · Organization committee	17,447.88	12,587.44	13,325.90	13,644.23	13,940.34	15,882.30	16,157.41	17,858.16	120,843.66
6300 · Marketing committee	0.00	0.00	1,546.60	247.36	0.00	0.00	0.00	600.00	2,393.96
6500 · Design committee	3,212.92	445.44	3,720.43	5,324.21	5,246.42	36,002.44	5,958.20	169.40	60,079.46
6600 · Economic Development committee	-1,139.40	0.00	720.00	1,925.83	3,974.40	4,031.75	0.00	180.00	9,692.58
7000 · Promotions committee	415.00	0.00	10.00	0.00	0.00	3,000.00	0.00	1,522.65	4,947.65
Total Expense	<u>24,996.42</u>	<u>16,032.88</u>	<u>23,942.93</u>	<u>31,271.63</u>	<u>72,155.33</u>	<u>94,747.79</u>	<u>29,770.34</u>	<u>46,384.46</u>	<u>339,301.78</u>
Net Ordinary Income	-21,994.13	-12,312.88	-331.39	-5,133.13	-5,388.41	18,950.57	14,533.35	-33,810.42	-45,486.44
Other Income/Expense									
Other Income									
8010 · Interest Income N C Money Mkt	0.12	0.12	0.14	0.13	0.12	0.11	0.09	0.09	0.92
Total Other Income	<u>0.12</u>	<u>0.12</u>	<u>0.14</u>	<u>0.13</u>	<u>0.12</u>	<u>0.11</u>	<u>0.09</u>	<u>0.09</u>	<u>0.92</u>
Net Other Income	0.12	0.12	0.14	0.13	0.12	0.11	0.09	0.09	0.92
Net Income	<u>-21,994.01</u>	<u>-12,312.76</u>	<u>-331.25</u>	<u>-5,133.00</u>	<u>-5,388.29</u>	<u>18,950.68</u>	<u>14,533.44</u>	<u>-33,810.33</u>	<u>-45,485.52</u>



~ *INVITATION* ~

To A Rally For Independent Businesses, Featuring

THE 3/50 PROJECT FOUNDER CINDA BAXTER

“BUILDING BUSINESS FROM THE GROUND UP”

Monday, October 11, 2010

4:30 to 7:00 pm

The “Seasons of Long Grove” Restaurant

314 Old McHenry Road – Long Grove, IL 60047

Members \$10 Guests \$15

Cash Bar, Nibbles, Networking and Professional Resources

**Please stop in or call the Visitors Information Center to buy tickets
(847) 634-0888 by October 8th**

THE 3/50 PROJECT...

is a nationwide movement that encourages consumers to support local, independent entrepreneurs by choosing 3 businesses that they would hate to lose, and committing to spending \$50 a month there. By injecting dollars to keep their favorites thriving, we help our own neighbors, we help our local economies and we help our communities retain the unique commercial characteristics they were founded upon.

For more information, visit The 3/50 Project on Facebook or

www.the350project.net

Also visit Long Grove's Great Shops and Restaurants while you're in town!

WWW.LONGGROVEONLINE.COM

Sponsored by The Long Grove Business & Community Partners

Proposed Amendments to the Long Grove Business and Community Partners By-Laws

Presented this day, 21. September 2010

Article IV – Membership – Section 1. Classes of Membership:

(Original wording) The Corporation shall have three classes of members. No members shall hold more than one membership in the Corporation. Except as expressly provided in or authorized by the Articles of Incorporation or By-Laws of this Corporation, all memberships shall have the same rights, privileges, restrictions and conditions.

(Proposed Change) The Corporation shall have three classes of members. ~~No members shall hold more than one membership in the Corporation.~~ Except as expressly provided in or authorized by the Articles of Incorporation or By-Laws of this Corporation, all memberships shall have the same rights, privileges, restrictions and conditions.

Article V – Meetings of Members – Section 5. Voting:

(Original wording) Each member shall be entitled to one vote on each matter submitted to a vote of the members. No fractional votes are permitted. General members shall be entitled to vote thirty (30) days after the General member has paid their dues to the Corporation. Business Property Owners in the Special Service Area shall be entitled to one vote. Business Owners in the Special Service Area shall be entitled to one vote per valid retail or professional office lease.

(Proposed Change) Each member shall be entitled to one vote on each matter submitted to a vote of the members. No fractional votes are permitted. General members shall be entitled to vote thirty (30) days after the General member has paid their dues to the Corporation. Business Property Owners in the Special Service Area shall be entitled to one vote **per valid retail or professional office lease**. Business Owners in the Special Service Area shall be entitled to one vote per valid retail or professional office lease.

Article VII – Committees – Section 3. Executive Committee:

(Original wording) The Executive Committee shall be comprised of seven (7) members: four (4) officers of the Corporation, the Village of Long Grove Liaison representative, the Village Manager of Long Grove and the Executive Director. The Village Manager of Long Grove and the Executive Director will serve as Ex-Officio, non-voting members of the Executive Committee. The Chair of the Board of Directors shall be the Chair of the Executive Committee.

(Proposed Change) The Executive Committee shall be comprised of **nine (9)** members: **five (5)** officers of the Corporation, **two (2)** Village of Long Grove Liaison representatives, the Village Manager of Long Grove and the Executive Director. The Village Manager of Long Grove and the Executive Director will serve as Ex-Officio, non-voting members of the Executive Committee.

The five (5) officers of the Corporation shall be: the Chair of the Board of Directors, **who shall serve as** the Chair of the Executive Committee, **and the Vice Chairman, Secretary,**

Treasurer and Parliamentarian. Two (2) of these five (5) officers shall be property owners and two (2) shall be business owners. The two (2) Village of Long Grove Liaison representatives shall not be property owners nor business owners within the Special Service Area.

(Original wording – no changes) The Executive Committee shall meet in accordance with a schedule adopted by the Committee or as set by the Chair. Each meeting shall be open to attendance by any other Director, provided however, that the Executive Committee may meet in executive session if prior notice is given to all Directors. Executive sessions may be called for matters deemed confidential or sensitive regarding personnel, real estate or private business practices. The Executive Committee shall possess and may exercise all of the powers of the Board of Directors within the established policies of the Board of Directors and within the limitations outlined in Section 2 of these bylaws. The Executive Committee shall keep minutes of its meetings, and all actions taken by the Executive Committee shall be reported to the Board of Directors at the next meeting.

Each member of the Executive Committee shall continue as such until the next Annual meeting of the membership and until his or her successor is appointed, unless such member is removed from the Board of Directors or ceases to qualify as a member.

Ex-Officio members of the Executive Committee shall be bound by the conditions of Section 2 and 7 of Article VI. The Village Manager of Long Grove shall continue to be a Director so long as he or she continues to hold the office from which his or her Ex-Officio status derives, and shall cease to be a Director immediately and automatically upon ceasing to hold such office, without the need for any action by the Corporation or the Board.

Appointments made in the same manner as provided in the case of original appointments may fill vacancies in the Executive Committee.

(Original wording) The majority of the Executive Committee shall constitute a quorum and the majority vote of the Executive Committee members at a meeting at which a quorum is present shall be an act of the Executive Committee.

(Proposed Change) **The attendance of five (5) of the seven (7) voting members of the Executive Committee shall constitute a quorum and must comprise at least one (1) each of a Village of Long Grove Liaison, a property owner and a business owner.** The majority vote of the Executive Committee members at a meeting at which a quorum is present shall be an act of the Executive Committee.

Article VII – Committees – Section 4. Village of Long Grove Liaison Member to Executive Committee:

(Original wording) It is contemplated that the Village of Long Grove will appoint a liaison from the Village Board to serve as a voting member of the Executive Committee.

The Village of Long Grove Liaison Member to the Executive Committee shall continue to be an Executive Committee member so long as he or she continues to hold the office from which his or her Ex-Officio status derives, and shall cease to be an Executive Committee member

immediately and automatically upon ceasing to hold such office, without the need for any action by the Corporation or the Board.

(Proposed Change) It is contemplated that the Village of Long Grove will appoint **two (2) liaisons** from the Village Board to serve as **_** voting members of the Executive Committee.

The Village of Long Grove Liaison Members to the Executive Committee shall continue to be an Executive Committee member so long as he or she continues to hold the office from which his or her Ex-Officio status derives, and shall cease to be an Executive Committee member immediately and automatically upon ceasing to hold such office, without the need for any action by the Corporation or the Board.

Article VIII – Officers – Section 1. The Officers:

(Original wording) The officers of the Corporation shall be elected annually by the Board of Directors and shall consist of a Chairman, Vice Chairman, Secretary, Treasurer and any such officers and assistant officers as may be deemed necessary.

(Proposed Change) The officers of the Corporation shall be elected annually by the Board of Directors and shall consist of a Chairman, Vice Chairman, Secretary, Treasurer, **Parliamentarian** and any such officers and assistant officers as may be deemed necessary.

Article VIII – Officers – Section 3. Officer Duties:

(Original wording – no changes were made for the 1st paragraph of Section 3. Officer Duties nor for the paragraphs titled, A. thru D.; Chairman, Vice Chairman, Secretary and Treasurer.)

(Original wording) E. Temporary Officers. In case of the absence or disability of any officer of the Corporation and of any person authorized to act in his or her place during such periods of absence or disability, the Chairman may from time to time delegate the powers and duties of such officer to any other officer.

(Proposed Change) E. **Parliamentarian. The Parliamentarian shall be responsible for making sure that the Board follows the correct procedures. They shall maintain a current copy of the bylaws as well as Robert's Rules of Order.**

F. Temporary Officers. In case of the absence or disability of any officer of the Corporation and of any person authorized to act in his or her place during such periods of absence or disability, the Chairman may from time to time delegate the powers and duties of such officer to any other officer.

In Addition:

The By-Laws Committee reminds the Board that the following change was approved in 2009 and needs to be included in the re-writing of the By-Laws in 2010 when distributed to the membership:

Article VII – Committees – Section 1. Number of Committees:

(Original wording) The corporation shall have at least five (5) standing committees, which shall be entitled Promotion, Design, Economic Development, Organization and Marketing. All of the committees shall have two Co-Chairs both of whom shall be members of the Board of Directors of the corporation and shall be responsible for directing and coordinating affairs of the committee. Committee Co-Chairs shall be nominated annually by the Board of Directors.

(Amendment to By-Laws, Approved 11. November 2009) The Board of Directors, by resolution adopted by a majority of Directors in office, may designate committee assignments based on the best alignment, talents and interests of elected Board members, provided that each committee is Chaired by at least one voting Board member, but not more than two. A designation of voting Board Members called “At Large Directors” may be used to give flexibility to the board in making assignments.

The By-Laws Committee also reminds the Board:

The LGBCP By-Laws need to be implemented as to the best of the Board’s ability. I.e. though certain sections were not re-written, their ‘housekeeping’ therein needs to be better maintained.

Such as: Article V – Meetings of Members – Section 6. Quorum for Meetings:

“... Voting by proxy shall not be allowed... When a quorum is present, the members will be divided into their respective classes for the purposes of voting. Members in each class will vote as members of their respective classes. The majority vote in that class will determine the vote cast for that class. Each class will receive one vote...”

Also: Article VI – Board of Directors – Section 1. Number, Selection and Term:

“... The term of office for each Director shall be three (3) years, ... one third of the Directors shall be elected at each annual meeting of the members.”

These Amendments are proposed to the LGBCP Board of Directors by the By-Laws Committee: June Neumann, Chair; Sarah Yerkes, Bob Stoll, John Kopecky, and Tim Almy. Motion for amendment changes to Article VII, Section 3; presented to the Board of Directors by Bob Stoll, w/a 2nd by John Kopecky, at the 18. May 2010 meeting. Motion for further amendment changes presented to the Board of Directors by John Kopecky, w/a 2nd by Sal Guadagna, at the 15. June 2010 meeting. Presented this 21. September 2010 for passing this proposal by the Board of Directors and to be brought for a vote of the membership at the Annual Meeting in November 2010.

1st Motion: “To increase the Executive Committee by one, for a total of 6 voting members. That one shall be a property owner.”

2nd Motion: “To change other parts of the By-Laws to agree with the 1st Motion.” (Which the Village Manager, Dave Lothspeich, had requested changed to: “To increase the Executive Committee by two, for a total of 7 voting members. An additional property owner and an additional Village Liaison.”)

Long Grove Historic Business District Marketing Analysis & Recommendations

Presented by:

Robin Malpass & Associates

September 16, 2010

Creative, Sustainable Destination Marketing

GOAL

LONG GROVE
RECOVERY

Creative, Sustainable Destination Marketing

SWOT

Strengths:

Location – Surrounding demographics

Urban Oasis – Unique, unduplicated experience

Merchants - Quality of merchants and diversity of offerings

Reputation - Long standing reputation for quality festivals and events

Creative, Sustainable Destination Marketing

SWOT

Weaknesses:

Inconsistent marketing strategies and messaging

Website functionality and content

Festivals concepts, promotion and management

Limited public relations and social media strategies

Committee Disease

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SWOT

Weaknesses:

Hours of operation / lighting

Lack of signage and way finding tools

Lack of complete product category descriptions

Merchants looking outside for "fix"

Visitors Services

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SWOT

Opportunities:

Rebrand the Long Grove experience based on its
“STRENGTHS”

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SWOT

Opportunities:

Capitalize on location and surrounding demographics

Capitalize on the unique “anti-mall” “anti-urban” experience

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SWOT

Opportunities:

Capitalize on quality of merchants and diverse “non-chain” offerings

Capitalize on “reputation” for festivals

Capitalize on Internet marketing, social media and public relations

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SWOT

Threats:

Nearby retail competition

Perception that Long Grove is a “tourist” destination

Perception that Long Grove is dying – empty storefronts and deteriorating properties

The economy

Mixed marketing messages and inconsistent branding

Too little, too late

Creative, Sustainable Destination Marketing

Recommendations

Holiday 2010

Re-brand Long Grove

Brand the “Long Grove Experience” capturing the ease and enjoyment of the shopping and dining in the destination’s quaint elegance and distinctive beauty

Utilize TV and a spokesperson to add instant credibility to the Long Grove brand

Creative, Sustainable Destination Marketing

Recommendations

Holiday 2010

Step up the holiday amenities (customer benefits) to create a competitive advantage over competing retail destinations:

Free Gift Wrap

Valet Parking

Warming Stations

Package Stowaway Stations

Creative, Sustainable Destination Marketing

Recommendations

Holiday 2010

Develop a cooperative marketing program with opportunities for Long Grove merchants to participate:

Inserts – Chicago Tribune

Holiday Website with e-commerce, sweepstakes and way finding tools

Package a series of LG online gift baskets

Grow database of qualified leads

Creative, Sustainable Destination Marketing

Recommendations

Holiday 2010

Launch a retail workshop series with specific action steps for retailers to improve their sales capture rate over the holidays

Subsidize individual consultation for retailers interested in upping their game for increased success

Creative, Sustainable Destination Marketing

Recommendations

Fourth Quarter 2010

Revise festivals

Develop event concepts and refine event schedule to support the Long Grove brand

Recruit qualified event management companies and negotiate festival contracts

Recruit corporate sponsorship

Creative, Sustainable Destination Marketing

Recommendations

Fourth Quarter 2010

Business Recruitment

Develop a marketing campaign to increase business recruitment efforts for Long Grove

Group Tour Recruitment

Implement a highly targeted group tour campaign

Lighting Solutions

Explore free outdoor lighting solutions through the Delta Institute

Creative, Sustainable Destination Marketing

Recommendations

Fourth Quarter 2010

Review Organizational Responsibilities & Priorities

Professional marketing, public relations and social media strategies will be implemented outside the organization.

The majority of the festival planning and management responsibilities will be shifted implemented outside the organization.

Creative, Sustainable Destination Marketing

Recommendations

First Quarter 2011

Develop Collateral Material

Redo Website

Launch Cooperative Marketing Campaign for
Spring – Summer 2011

Creative, Sustainable Destination Marketing

Recommendations

First Quarter 2011

Develop a Village signage and Directory program based on the Long Grove Brand

Implement email marketing campaign

Implement social media campaign

Implement public relations campaign

Creative. Sustainable Destination Marketing

Budget Allocations

Fourth Quarter 2010

Holiday Campaign	\$40,000
Holiday website	\$7,500
Social Media	\$5,000
Public Relations	\$5,000
Retail Consultancy	\$7,500
Economic Development	\$10,000
Holiday Amenities	\$5,000
Group Tour Development	\$5,000

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Budget Allocations

First Quarter 2011

Collateral Materials	\$10,000
New website	\$25,000
Social Media	\$2,500
Public Relations	\$5,000

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Budget Allocations

Second Quarter 2011

Media Campaign	\$25,000
Social Media	\$2,500
Public Relations	\$5,000

Third Quarter 2011

Media Campaign	\$25,000
Social Media	\$2,500
Public Relations	\$5,000

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Budget Allocations

Fourth Quarter 2011

Media Campaign	\$40,000
Social Media	\$2,500
Public Relations	\$5,000

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