

TO MARKET, TO MARKET
HOW DO WE GET OUR PRODUCTS TO MARKET?



NORTHWEST COLORADO BRANDING PROJECT - STEERING COMMITTEE
December 8, 2004 * 4:30pm- 6:30 pm * Beef 'N Peppers Restaurant, Craig, CO ☎ 824-2240 Peggy Satterwhite

WELCOME AND INTRODUCTIONS

Audrey Danner

Assumptions:

Area: Northwest Colorado, tri-county, Yampa Valley, White River Valley

Begin where we are and add people as interest develops

Volunteers are necessary to take on tasks; Need 'leadership'

Committees will self direct, meet when necessary and report back 2/3/05.

For information, sign up - Email list serv on www.yvedc.org - Thank you, Winnie

Action: Encourage use of list serv for meeting notice and general information - technical assistance to 'link' both sites. Tammie Delaney

Ideas organized on paper - background - Thank you, Tammie

Action: Post information on www.yampavalley.info /agriculture to encourage participation

Action: Members to bring handouts or post to www.yampavalley.info

Tammie Delaney to offer 'training' (30 min.) for volunteer posting of information

Action: Keep original meeting notes for archive purposes - to refer to as needed.

Action: Contact list to be emailed to all members - talk to each other! Email and contact information will not be posted on the web.

STEERING COMMITTEE FORMATION.

1. Research of existing programs, feasibility and marketing study (HOW)

CHAIR: Lisa Benjamin

Tom Flavin Tammie Delaney Marcy Allen

- Define local product
- What studies exist? Compile existing surveys (open space, second homeowners, etc.)
- 'Piggy back' into proposed studies; utilize colleges and research opportunities
- Compile listings and info of successful programs/models elsewhere
- Compile what other successful models are utilizing to market (catalog, store-front, internet, etc.)
- Changing purchasing patterns - for example, eBay

2. Inventory - Baseline Inventory (WHO) (compile existing lists ie Routt Co Extension)

CHAIR: C.J. Mucklow, CSU Extension

- Contact Information (who, where, what)
- Category of articles - art, food, crafts, other products
- Volume of production
- Artisan / producer Needs

3. Financial - Capitalization Needs (HOW MUCH)

CHAIR: Fran Krogh, USDA Craig

Winnie DelliQuadri

- What funds are out there to help implement value-added products?
- How to fund regional marketing?

4. **MARKETING / PROMOTIONAL:**

CHAIR: Tony Weiss/Paul Knowles

Bernie Rose-artists Noreen Moore- network: Cultural Heritage Tourism

Tony Weiss - network: Mkr Business in Action Terry Carwile - research

Forrest Nelson Melody Villard - 'storefront' sales Carl Herold

Should we form own entity or put under existing group? - Hold

Action: Develop name: 'Northwest Colorado Branding Project'

Vision:

"Northwest Colorado Branding Project"

"The Northwest Colorado Branding Project builds recognition for exceptional regionally made products, their producers, and Northwest Colorado industries in general."

Action: Education about our purpose and group - to be developed.

Notes:

- Regional branding - emphasize value of local products; consider web link with Steamboat Ski Corp by using the 'Steamboat' cache.
- Determine how to coordinate education and activities with Cultural Heritage Tourism.
- **Email notices and information, sign up at <http://www.yvedc.org>**
- **Meeting minutes at: <http://www.yampavalley.info/agriculture28575.asp>**
- **Cultural Heritage Tourism email listserv is at <http://www.yvedc.org>**

Next meeting: Thursday, February 3, 2005 4:30-6:30 pm in Craig Location tbd-

Contact: Audrey Danner - 824-8233 x 241