

Winnebago Home Builders Association
Home Show Committee
Tuesday, November 18, 2008
12:00 p.m. – WHBA Office

AGENDA

Call to Order, Welcome, Introduction

Review and Approve Attached Minutes

Old Business

New Business

Home Show Sales Report – Members will review booth sales to date

Habitat for Humanity Partnership – Discuss Home Show partnership ideas with Habitat for Humanity

Valley Partnership Proposal – Report on research into a promotional agreement between VHBA and WHBA

Home Show Image Campaign – Members will discuss which Home Show features should be promoted to attract attendance

2008 Promotional Campaign – Members will review the following:

- A. Grocery/Gas Cards – to be repeated and sponsors solicited
- B. Advertising expenditures – PR Committee – Advertising sub-committee report.
- C. Oshkosh Northwestern Tabloid
- D. Flyers/Posters - printing quotes

Other/Updates:

- School projects
- Playhouse to auction off at the Home Show
- Scholarship donation box
- 4-H

Open Discussion: Current/Upcoming Issues

Next Meeting

Adjourn

Winnebago Home Builders Association
Home Show Committee
Tuesday, October 21, 2008
12:00 p.m. – WHBA Office

MINUTES

Present: Chair Scott Waterworth (Associated Bank), Megan Lindsey & Melissa Ott (The Northwestern), Sarah Fabry (Titan Concrete), Karen Northam (Budget Blinds of Oshkosh), Mark Stano (AnchorBank), Jason Henderson (New York Life), Dave Downs (Dream Homes by David Downs), Phil Baeten (Baeten Building and Remodeling), Steve Poeschl (Coldwell Banker Schwab Realty), Britney Crane (Habitat for Humanity), Bernie Bos (Sun Comfort), Mike Mathy (Executive Officer), Stephanie Piper (WHBA Staff)

Chair Scott Waterworth called the meeting to order at 12:02 p.m.

Old Business

Contract Mailing – The contract has been posted on the member side of the website. Early Bird registration for members closes on 10/31/08. Non-member contracts to be mailed on Thursday, November 30.

New Business

Home Show Sales Report – To date 17 booths have been sold to members.

Habitat for Humanity Partnership – Britney from Habitat for Humanity stated that last year was a great financial boost and they gained volunteers. Habitat will provide WHBA with promotional banners to display at the Home Show. Committee members discussed the following donation ideas with Habitat.

- Sell 2 x 6's for Habitat and allow the buyer to sign it.
- Donations of Household cleaning items (i.e. mop, bucket, or surface cleaning supplies)
- Monetary Donations

Valley Partnership Proposal - At the past Home Show committee meeting, this panel asked staff to contact VHBA to identify ways in which the two Associations' could cross promote Home Show events.

Mike Mathy contacted VHBA Executive Officer Christine Shaefer and VHBA Home Show manager Deb Lederhaus to discuss some initial concepts. We all agreed that the leadership of both our organizations would need to approve and stand behind any agreements we enter into, and we would all want to make sure we're enhancing both shows, not pitting one against the other.

Thoughts derived from our discussions include:

- Discounted booth rate to companies registering for both events at one time (i.e. since WHBA's registration is first, a company would pay your booth fee to you and a deposit to us at the same time)
 1. The discount concept could look something like, for a 10' x 10' booth, \$400 for WHBA show (\$25 WHBA member savings or \$95 VHBA member savings) and \$400 for VHBA show (\$50 savings for VHBA members; \$475 savings for WHBA members)
- VHBA could promote Home Fest to the public with signage during WHBA's event, and WHBA could promote our Home Show to the public with signage during VHBA's event

- Mailing, advertisements, etc to members of the other local would need to include information about both shows (including the 2010 WHBA Expo for Home Fest materials sent after our event, if applicable)
- Similarly, any addresses at GMMs would talk about both events and the call to members to add to their marketing initiatives by participating in both shows

Christine noted that there are certainly pro's and con's to entering into such an arrangement – although the shows aren't chronologically competitive, they are competing for the same marketing dollars. ***Motion and second to continue exploring the partnership with VHBA. John Anderson, Jason Henderson, and Dave Downs will head this. Motion carried unanimous.***

2009 Image Campaign – The image campaign will remain the same as last year with exception of the colors of the poster. Members discussed adding the word Garden to the posters again to encourage Garden Centers to enter the Home Show.

Review of the 2008 Promotional Campaign – Members reviewed the Advertising expenditures, Grocery/Gas Cards, Flyers/Posters, and the Oshkosh Northwestern Tabloid. The PR Committee will discuss the promotional campaign at their November 6 meeting.

Open Discussion:

- School projects
- Playhouse to auction off at the Home Show
- Scholarship donation box?
- 4-H

Adjourn at 1:15 p.m.

Next Meeting

Tuesday, November 18, 12:00 p.m.