

Memorandum

To: Mayor and Council

From: Tom Baker, Town Administrator

Date: February 18, 2014

Re: Marketing Idea

Purpose: The purpose of this item is to give staff feedback on an ideas that Mary Metzger brought to the Town.

Background and Discussion: During the week of February 10th, Mary Metzger introduced me to a gentleman named TC Coulton. Mr. Coulton is part of a marketing group that is putting together a magazine that will be distributed throughout the Aspen to New Castle area (hotels, restaurants, retail shops...) to give visitors and locals a list of restaurants, coffee shops and liquor stores and some information about hours of operation and a brief comment on the town.

The ad placement deadline for the magazine was February 12th, which did not work for Council's schedule. However, Mr. Coulton has placed New Castle businesses in the magazine for this first run and would like to come to Council and show us the final product and explain how the magazine business works.

I suggest that Council listen and ask questions but refrain from a financial commitment until more thought can be given to this idea.