

## WUHCA Newsletter/Website/Media Report 2014

### Website

- Web domain \$ 30 x 2 for wuhca.ca and wuhca.com.
- Overhaul of wuhca.ca: \$0 Kirk Waters
- Includes tabs for sports, schools,

### WUHCA Supporting Businesses Report

To date:

- 7 Businesses in SB Directory and banner ad cycling; 4 more in process; est 80 more potential
- 1 Community Voices on page and banner ad; 1 more in process; 1 potential

Total income generated:

- From invoiced businesses/comm voices: \$1600 for 2014-2015 fiscal year.

Costs:

- Printing for letters-absorbed by executive.

Work done so far:

- Visual inventory of businesses in UH area & some other pertinent commercial zones.
- Supporting Business, Community Voices, & Child Care Providers form letters.
- SB letter hand delivered to most of above listed businesses.
- Email correspondance with numerous businesses inquiring about web advertising.
- Invoices emailed for above businesses.
- Web images tailored & uploaded to wuhca.ca site after new site active.
- Business information inputed into SB directory on wuhca.ca tab.

Work left to do:

- Follow up with UH businesses and Community Voices potential advertisers in person.
- Continue to invoice, upload images & input business information to website.
- Child Care Directory: Approach daycares/preschools.

Ideas for the future:

- Negotiate WUHCA membership discounts at supporting businesses
- Sponsorship of WUHCA events by supporting businesses: fun day, bbq, carseat clinics, garage sale, earth day clean up, soccer/softball jerseys; maybe even a permanent sign for community events instead of the magnetic ones.
- Newsletter Research: Compare to other ca content. Survey to membership and see what they would want to see from a printed version or if it is relevant anymore.
- Daycare, preschool, babysitter lists & cost logistics of advertising

**Business Cards** (For Zach Jeffries (City Councillor) to give out on door to door walk)

- Cost:
  - 200 adhesive magnetic business cards backing: \$50
  - 250 business card paper: \$10
  - Ink for printing: absorbed by SW