

Prince William County Arts Council
Marketing Meeting
October 27, 2025
CTO: 6:35 pm
Adjourned: 9:00

Attendees: Alice, Herb, Adonis, Larissa, Isaiah, Christopher, Donnel, Guest: Tameka Harris

Alice began by stating that deadline for magazine submissions is Thursday 10/30/25. She discussed the marketing plan and duties. Discussed promotional strategies and desire to go back to the original magazine precepts.

Utilize the ripple effect – members follow each other's Groups on social media, inviting fellow members to performances, posting often find new Facebook friends who will visit our site.

Applaud our past achievements

Types of inclusions: show listings, photos, articles, interviews,

Discussed once a month brochure for member events highlighting one or a few members.

Distributed and discussed Discover Western Prince William Newspaper, Leisure Magazine

Herb mentioned that we need to get county approval on ALL PR matters, to include ads and articles placed in external publications.

Discussed ½ sheet cardstock mailers or fold over 11x17" mailers with seal. This would also be printed through DPR.

Discussed mailing list of interested parties - There was a list established at OSA with the PWCAC iPad, Which is currently in custody of DPR.

Historic Manassas Magazine had a listing for Vint Hill (outside of area) - Triune Entertainment, would they be willing to share mailing list?

Publish full page split with event announcements in PW Living magazine.

We could consider taking out a full page ad once a year in the newspaper (Washington Post) segmented with member events – Christmastime?

We could start an Arts Trail sort of listing or do something like Fairfax Arts – Artober event

For Carter: follow up on the marketing email address and ask her to check for submissions.

Discussed need for better brochure

Reviewed list of magazine articles and submissions

Motions/discussions for next meeting:

Clarification and vote on who can be in the magazine – open to greater county residents?

Who vets the magazine - Carter/Amir?

How often should we publish

Discuss what was voted on during the November 2024 meeting