

PROMOTIONS COMMITTEE

Minutes for August 4, 2011

MEMBERS PRESENT: Carol Wigner, Chandra Lay, Michelle Mayo, Bev Glass, Chris Regan, Curtis Perez, TJ McClure, Jolene Baker, Nicole Lucas, Julie Christner

I. NEW BUSINESS

- a. None

II. OLD BUSINESS

- a. **Sidewalk Sale** – Michelle reported that there are 18 merchants who gave to the advertising and 20 gift certificates for the drawing. Discussion in regards to types of advertising – TV, radio, newspaper.
- b. **Fall Fest 2011 Talent** – Most talent has been arranged but members were asked to refer any talent...Carol suggested the Senior Center dance group. Was also asked for members to refer people to fill booths and/or kids things. Talent will be performed between 10 a.m. and 1- 1:30 p.m.
- c. **Third Thursdays** – Bev stated that the event has been postponed until October due to not being fully prepared. The budget has been reduced to \$200 due to budget constraints. The monies will be used to print quarterly posters – another reason to postpone event until October – Plus Oct, Nov, Dec should be easy themes... Bev stated that musicians have already contacted for details and pointed out to JT that his duty to contact the State would be to suggest a short movie or cartoons instead of just tours.
- d. **Banner Art Auction** – Promotions will be responsible for tickets at the door. Event starts at 7 p.m. on 11/5 at the Clarion. Bev explained the preselling of tables and the price is the same - \$25.00 per ticket. Bev did state that she will be talking about Vision at this event to promote the organization and what we do...Mentioned ER's packet and the information contained and that they will be available to Economic Development, Chamber, City and Vision. Same info for everyone...Carol asked about realtors and Bev said that the packets will be given to realtors. Carol also asked about selling posters which was discussed and will be done. Also Carol asked about some type of program for the event – at least a half sheet with name of banner and artist – agreed she would take care of that aspect. Curtis is going to check with Steven Johnson about playing piano.
- e. **Retailers Holiday Open House** – Michelle stated that this event is

11/5 and that it will remain a retailers' event. Was discussed to coincide with a Third Thursday but they will not fall in a good time for the event.

- f. **Hanging Lights in Stevens Park** – Bev stated that Fry Eye Associates and Commerce Bank normally purchase the lights but isn't sure Fry will and therefore Commerce will have the right to take that event over if they so desire. Chandra stated that she will go and speak with Deb Olson from Fry. Bev stated that Headstart will be contacted for volunteers and asked the committee to recruit volunteers. Lights will be hung only on the trunks. That is the day of the Veterans Parade but that will not begin until 10 a.m. and the Hanging of the Lights begins at 9 a.m. and shouldn't take more than 1 hour. Regan and Company will be providing the Hot Chocolate for the event.
- g. **Park Lighting Ceremony** – This event will be 11/26. Choir is set; Jolene is arranging a meal for them and there will be hot chocolate served.
- h. **Sleigh Rides** – Regan and Company will be sponsoring the event for the Third Thursday that month and Roxie is checking on additional times and days – possibly to do a couples evening and a family day time.
- i. **Christmas Parade** – This event is scheduled for 12/10. 2 p.m. is Tuba Christmas and the parade is at 6 p.m.. Bev mentioned about the firework display time can be voted on on the Telegram web page.

III. ANNOUNCEMENTS

- a. **Update from Committee Chairpersons' Meeting** – Michelle felt that details from the meeting had been discussed throughout the meeting.
- b. **Hoisington Quarterly Training** – August 18th is the meeting and Michelle will be going up the night before. Deadline to enter is the 14th. Carol will be going up in her own vehicle and if anyone would like to go with Michelle, they are welcome. Chandra expressed interest in signing up which Bev said she would take care of her registration.

Meeting ended at about 6:50 p.m.