

# Promotions Committee

## Minutes for July 7, 2011

**Members in attendance:** Michelle Mayo, Brian Schwindt, Roxie Sperry, Arlene DeCardenas, Chris Regan, Chandra Lay, Julie Christner and Bev Glass

### I. **New Business**

#### a. **Kansas Main Street Award Nominations**

i. Excellence in Promotion—to recognize outstanding special events/activities that promote the downtown district--Was decided to submit the Downtown Wellness Program

ii. Excellence in Business Promotion—to recognize local promotions/events/activities that result in sales/increased business and/or in-store promotions/advertising that promotes downtown businesses (may be the local organization or an individual or group of downtown businesses)-- **Was decided to submit the Shop Local Paper insert.**

### II. **Work Plans**

#### a. **Third Thursdays**

i. Musical Talent – Blake is working on...Was decided we need no more than 3 sets of musicians at a time. A list needs to be compiled. Michelle will contact the State Theatre to see if piano is usable. Chris will check with Doug Crotty to see if he would be willing to play.

ii. Fine Art Displays – Michelle will contact Brian with GC Arts and Sandhill. Retail stores can display different artists work/artists during event.

iii. Retailer Involvement – On Wednesday, July 13 at 8 a.m., at the Vision office there is a retailer meeting. Michelle will check Hutch retailers to see if they have suggestions on promotions for the retailers. Michelle called for volunteers to help with retail meeting.

iv. Posters – Michelle will see if she can get a logo for 3<sup>rd</sup> Thursdays...if it does not work out then we can ask Tiffany, as per Brian and pay for a logo to be worked up. May

be about \$100. Once Logo is produced it was decided to do quarterly posters with themes for the event.

- v. Stevens Park Banner – A banner about the event was suggested for Stevens Park – approximate cost \$350.00
  - vi. News Release – Bev stated that she is going to the City Commissioners for approval on the 19<sup>th</sup> meeting. Was discussed to do weekly advertising in the newspaper once approval is gained from the board and commissioners.
  - vii. City Commission/Noise Waiver – Bev will be going to the next meeting on 7/19 to obtain approval.
  - viii. Board Approval – Next board meeting is 7/18/11.
- b. **Image Campaign – Bev suggested that for now we will have to rely on stepping up on what we currently are doing until the 3<sup>rd</sup> Thursdays event gets rolled out and running.**
- c. **Sidewalk Sale – Discussion went on about advertising. Michelle will handle retailer advertising at this point.**

**Discussion about member/non-member participation in activities was discussed. Suggestion was to not necessarily exclude non-members but find a way to include them but charge them more for each activity/event they want to be included in...incentive to then become a member.**

d. **Fall Fest 2011**

- i. Develop list/contact talent for Entertainment Arena – This is being done.

e. **Christmas**

- i. Commerce Bank/Fry Eye donations for more lights – In the past these two members came in at \$750.00 each. Bev will send out letters to see if they are both still willing to contribute to event. Tree trunk wrapping will be all that is done as the trees are getting way too large.
- ii. Hanging Lights on Saturday, November 5 – Decided that Headstart needs to be contacted about participation.
- iii. Merchants Holiday Open House – Saturday, November 5<sup>th</sup>. No other details at this time – too far out.

- iv. Carriage Ride Sponsors/Dates – Was decided that night-time rides were the nicest. Regan & Co will take the 15<sup>th</sup> and Roxie will check with the bank to see what date they will want.
- v. Park Lighting Ceremony & Caroling, November 26 – Baker Boot is taking care of this event
- vi. TubaChristmas & Evening Christmas Parade, December 10 – Possible carriage rides after parade? Michelle is going to check on a Santa House.
- vii. Third Thursday – Was decided that the “theme” for the first 3<sup>rd</sup> Thursday will just be that – THE LAUNCH – then TAILGATING for September. That will take care of the “quarter” for that poster. FRIGHT NIGHT was discussed for October...

III. **Old Business**

- a. Freedom Parade Revisited – Discussion about what to do – possible next year with the 4<sup>th</sup> being on a Wednesday that there will be more participation. Discussion about changing or forming it into an event...
- b. Secretary for August – Julie will if at the meeting.

IV. **Announcements**

- a. Update from Committee Chairpersons' Meeting – Was not a meeting...