

Promotions Committee

Minutes for October 6, 2011

In Attendance: Roxie Sperry, Michelle Mayo, T.J. McClure, Carol Wigner, Bev Glass

In Absentia: Chandra Spillman-Lay, Curtis Perez, Duane West, Morgan Potter, Peggy Glunt, Chris Regan, Jolene Baker, Arlene DeCardenas

I. New Business

- a. Review of FallFest 2011—Need to add more entertainment as crowd was wanting more after the 1:30 performance; add more benches under trees along sidewalks plus picnic tables near food vendors;

II. Old Business

- a. Third Thursdays
 - i. Posters—Posters were distributed to committee members; Bev will print more for distribution at hospital, pharmacies, bank branches, and Downtown; Bev will develop and email flyer to send out to everyone who can then get it out to fellow workers and on Facebook pages
 - ii. Retailers—When flyers were distributed to retailers, most seemed positive about the event
 - iii. November & December Themes—putting three themes on one poster will be too much; may have to go with individual months but put the upcoming months' themes on each; November's is Harvest of Blessings and December's is Harried Holidays Harnessed (or something like that)
- b. November 5
 - i. Holiday Open House—still being addressed by retailers; Michelle wants to hand off the collection of ad money to someone else; need retailers meeting soon
 - ii. Banner Art Auction—Michelle offered to sell tickets at her store; committee would like a program with thumbnail pictures of each banner, artists' names, and banner title for auction
 - iii. Paint the Town—Arlene will need to contact Andrea to start the process up again; windows should be done by Thursday, November 17 in time for Third Thursday
- c. November 12
 - i. Hanging of Lights in Stevens Park—Committee felt there was no need to contact Head Start to help out with hanging lights as only the trunks of the trees are going to be wrapped by civilians and the Park Department will work to get the rest of the lights up into the trees. Downtown Vision will provide hot chocolate

- ii. Veterans' Day Parade & Fireworks—The parade is at 10 a.m., fireworks around 6 p.m. Retailers and DV will not do anything more than promote the events
- d. November 17
 - i. Third Thursday—Harvest of Blessings is the theme; ask the community to bring canned goods for Emmaus House; will have boxes on Main Street corners to collect non-perishables
- e. November 26
 - i. Park Lighting Ceremony—Baker Boot Co will provide the hot chocolate and take care of the gift cards for the Mennonite Choir; need to get hot chocolate servers lined up (Peggy? Brenda & Doug Harder? Board members?)
- f. December
 - i. Carriage Rides Sponsors and Dates/Times—Western State Bank will sponsor the carriage rides on December 10 (2 to 4 p.m.) and 18 (2 to 4 p.m. and Regan & Co has claimed December 15 (5 to 8 p.m.) as their day; Roxie will contact Kevin Parks to secure his services and find out the cost per hour

III. Announcements