

Promotions Committee Minutes 3/10/2010

In attendance: Carla Meyer, Linda Holden, Diana Cox, Shelley Kovar, Toni Bogner, Megan Payment, Colleen Quinlan, Esther Beninati

Past Minutes

Diana asked where the \$400 and additional income came from in regard to the Winter Thaw Out

The money was generated from the selling of the ping pong balls

Diana Motioned to approve

Linda 2nd

Recommendations for Main Street Training

Two Options were discussed

1. Train business owners on how to market during events
2. Work Plans

Josh noted that work plans are already free to the committee

Committee voted and approved submitting a request for option 1.

I Spy Scottville

Scratched the Home & Garden due to fairgrounds

Retailers no cost to participate but can purchase ads or made a donation to be one of the prizes

Sub-Committee will create clues or rhymes and can be related to something in the merchants place of business or something about the building

Business must be open Saturday at least till 3 pm

We have accumulated donations for prizes already

Fun Scottville related gifts

Overnight/weekend at Riverside Park ect.

We currently have 11 businesses participating at this time

Have window revealed for 2 full weekends and actual event is just 1 week

The window will be covered up on Monday, May 3rd or May 1st

The window will be unveiled on Friday, May 14th

Shelley's going to have window stickers for participating businesses

Marketing of the event: LDN Mon – Thurs, Stickers on Windows, Press Releases, Facebook, Website

In order for people to participate they must go into each participating store and get the designated signature and stamp

Music Fest

Planning is coming along

Head Liner: Struggling to pick as the current options are around 7k

Verve Pipe a possibility (Est. 10K)

Offered to play free kids show then play on the Main Stage

3 or 2 Stages

Optimist Stage (For Sure) Free Attendance Stage
Either two stages or just one stage with filler entertainment
Provide entertainment for all ages
Rain?
Optimist Hall or MCC to relocate

Car Cruise

Meeting planned to get brochures done
Committee would like to see the car show cruise through downtown; can the route be adjusted to accommodate this?

Car Show

Still needs to meet and decide on raffle item
1st Place Mini Bike, 2nd Cash, 3rd Cash

Chicken BBQ

GLC will either donate or sell us at cost for new Chicken BBQ grill equipment
The Chicken BBQ will be held from 11:30 am – 2:00 pm to maximize and enhance both events (BBQ & Car Show)
There was too much concern that holding the BBQ following the Rubber Ducky Race (Which follows the Car Show) will bring smaller numbers to an evening community picnic.

Other Business

None

Next meeting April 14, 2010 at 9 am

Motion to adjourn Carla
Second Shelley