

**Main Street
Promotions & Marketing Committee
February 10, 2010-Around the Block Quilt Shop**

Meeting called to order at 7:05 p.m.

Present: Becky Ward, Cathy McCann, Wanda Urie, Patrick Reagan, Sonya May, Nicole Sunstrum, James Espinoza, and Rush Clement

- A. Downtown Brochure
 - 1. Rough Draft of Inside is completed, Patrick brought sample
 - 2. Quote given by Midwest Business Equipment of \$.90 per brochure for 1500 11 x 17 folded brochures
Total would be \$1350.00. (Patrick to obtain other bids)
 - 3. Budgeted-\$1450 and that included \$150 for shipping and distributing.
 - 4. Where do we put them?
 - a. Best Western
 - b. Deb Rowe-Recreation Center
 - c. Motels/Hotels/Inns in Ionia and Eagle areas

- B. Third Friday Art Walk
 - 1. Kickoff date of April 16th
 - 2. Posters – more generic, no business names
 - a. Printed twice during event time frame
 - b. Smaller event posters for featured artists and attractions
 - c. Sandwich Boards

- C. Portland Main Street Block Party
 - 1. Events
 - a. Car Show
 - b. Entertainment tent
 - c. Food vendors
 - d. Softball Tournament
 - e. Live music
 - 2. Sponsors
 - a. Sponsors are being sought – the Main Street Board would like to see \$3,000 in sponsorships by March 10, 2010
 - 3. Issues
 - a. Electricity – electricity will need to be provided for the beer trailer, stage, and to vendors
 - b. Parking – Patrick stated that keeping the City Hall lot open will alleviate parking problems
 - c. Food vendors – Nicole has contacted food vendors and has received positive feedback. Patrick and Nicole will set a meeting date for food vendors.
 - d. Promotion – Patrick and Wanda stated that there is still many ads remaining from Mid Michigan radio that can be used for this event.

- D. Radio Campaign
 - a. Summer Only

b. Beginning May and August

E. Volunteer Hours

a. Cathy-3 hours

b. Rush -5 hours

c. Sonya-2 hours

d. James – 10 hours

e. Nicole – 4 hours

f. Becky – 2 hours