

**Main Street
Promotions & Marketing Committee
January 13, 2010-Around the Block Quilt Shop**

Meeting called to order at 7:10 p.m.

Present: Becky Ward, Cathy McCann, Wanda Urie, Patrick Reagan, Sonya May, 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. Radio Spots ?
3. 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. Holiday Fest

1. Came in under budget
 - a. Budgeted: \$825.00
 - b. Actual Cost: \$458.68

D. Spring Event

1. Possible Titles
 - a. Looking Grand Spring Fling
 - b. Portland Passport
2. Possible Events
 - a. Tour of Loft Apartments (volunteer basis only)
 - b. Chalk the Walk
 - c. Passport given to each person-stamped by businesses as they visit them to win prizes
 - d. Artists on the Boardwalk
 - e. Races-(Cheeky Monkey's triathlon?)
 - f. Individualized Events at Participating Businesses
 - g. Coincide with Earth Day?

E. 2010/2011 Work Plan

- a. Wanda went over with attending members
- b. Wanda will be making revisions and bring to next meeting
- c. Also removing names and will be filling those in at next meeting

F. Radio Campaign

- a. Summer Only
- b. Beginning May and August

G. Volunteer Hours

- a. Cathy-2 hours
- b. Rush -2 hours
- c. Sonya-2 hours 30 minutes