

**Main Street
Promotions & Marketing Committee
November 11, 2009 – Around the Block Quilt Shop**

Meeting called to order at 7:04 p.m.

Present: Sonya May, Nicole Sunstrum, Cathy McCann, Wanda Urie, Patrick Reagan, Becky Ward, Julie Clement

A. HolidayFest

Wanda reviewed the HolidayFest plans

1. Posters – Patrick reported that all posters have been hung around town except those that he gave to Wanda. Wanda needs at least 10 more for non-downtown locations. The committee paid someone to put them up in Sunfield, Lyons, Westphalia, Muir, PEwamo, Ionia, Mulliken, Grand Ledge, Eagle. Nicole had them put up in Lake Odessa.
2. Website – found a couple of errors and those have been corrected
3. Bag Stuffers – Patrick reported that they are printed and will be delivered to Tom's and to the downtown businesses tomorrow.
4. Banners – Patrick reported that banners are ordered; they should be here in the next couple of days and will be up for about a week (at Grand River and Kent)
5. Fliers – Wanda discussed an idea to send blank sheets to businesses who are hosting events. The sheet would only have the HolidayFest logo, so businesses could use it as a poster for their own events, to give all posters a common look. Patrick will take the blanks to businesses.
6. Newspaper ads – should be all set; Tammy has been to the businesses now; quarter page ad was last week; next week will be “double-truck” ad plus another page; R&O will donate a ¼-page ad to the winner of the window-decorating contest.
7. Cable access channel – Patrick will have this up tomorrow
8. Table tents – Patrick reported that Michelle Benoit taped them together; delivered to Duke's, Pizza Shop, Maria's, Cheeky Monkeys; need to finish Jerry's; Looking Grand Café, and Chocolate Moose (tomorrow)
9. Facebook event – Nicole will help Julie with this (on the fan page)

10. Press releases – Patrick reported that the release has been sent and should be in the R&O this weekend; also sent to the Sentinel Standard; he'll also submit to the LSJ. Wanda suggested that events of any magnitude should still be sent to the Sentinel Standard (i.e., businesses that are doing their own events).
11. LinkedIn
12. Schedule of events – A printed program is probably not going to work b/o budget and the many, many events. May want to print in a 3-column format to hand out—Julie will put the “On the Street” calendar in 8-1/2x11 format and send to Patrick to be printed; suggested 500 copies. Patrick cautioned—may be giving retailers too much paper. They can be used as the bag stuffers.
13. Arts Council – info home with students – Julie will check with Rush; she thinks they still plan to do this but isn't sure if the deadline has passed.
14. Tote Bags in – Wanda showed everyone the tote bags. (Becky noted that the Lowell billboard has a similar wave design.) They will be distributed at Distinctive Occasions (first 150 women on Ladies' Night).
15. Letters to merchants – All participating businesses are invited to put something into the bag—coupon, gift certificate, promotional item, etc.—due to Wanda by Wednesday. The information needs to go out to merchants this week, but Patrick will need help with this. Intended to write a letter with (1) info about the bags, (2) wish-list ideas, and (3) prizes for window-decorating contest (must be done by Thursday at 6:00 p.m.). Nicole suggested a letter, email, and follow-up phone call. Wanda will draft the letter tonight and send to Patrick. He'll send via email. Committee will try to follow-up with phone calls.
16. Volunteers – Wanda asked about availability of volunteers from PCAC; Julie will check with Rush on this

Hot chocolate – need volunteers to make and serve hot chocolate (5:30-6:30 Saturday) – Nicole will help with this. The Scout Park tree is the one that will be used for the tree lighting. Both will have lights, but the event will be in the commercial district. Discussed where the hot chocolate will be served. Patrick will ask Tate's Playhouse if they are willing to serve hot chocolate on Saturday (as well as on Friday as they've planned).

Carriage rides – selling tickets for carriage rides for 3 hours at Scout Park on Friday (6-9 p.m.) – Becky can probably help with this.

Handing out ballots (encourage people to vote) – due by 4:00 p.m. on Saturday; Patrick suggested distributing them via the businesses. Nicole suggested a barrel

or box for drop-off points (main gathering points)—wrap in Christmas paper. Sonya has boxes that can be used. Suggestion that they be placed outside the business doors or at their counters. Patrick suggested putting them inside to keep people going back into those businesses.

17. Trophies – Wanda will order these from S&K tomorrow.
- B. Spring Event – Budgeted for a spring event. Many ideas have been discussed. Favorite so far is “A Taste of Portland.” Talked about a downtown open house, too. Need to decide or make a decision very soon. Patrick noted that the budget isn’t enough to rent a tent for a centrally located event (e.g., taste of Portland). Old Town has combined a tasting event with a home tour—this might be a Design Committee activity and would need to be coordinated. Discussed issues with licensing, booth fees, health department issues, tent costs, serving or pre-packaging food, weather, etc. Wanda asked committee members to think about the ideas and be ready to make a decision at the next meeting. What event? When to hold it? Etc. Should it be connected to the Spring Clean-up?
- C. Brochures – Michelle sorted brochures from other towns; a little behind on the work plan—haven’t communicated with the businesses or compiled information. But the website has the information listed, so this will get the committee back on track immediately. Need to decide the layout, design, etc. This will be for the Main Street businesses. Sonya reported that the Chamber is planning to do another brochure for 2010. Nicole suggested doing a Main Street spread in the Chamber brochure—pay for advertising space. Patrick discussed whether Main Street should stand alone—to focus on this program. The committee agreed that there is a need for something larger and more inclusive, but that Main Street probably can’t be the coordinator. Ideas included the following:
- Purpose: what’s downtown?
 - Need to get pricing before we can determine the layout – need to know what’s in the budget
 - Need to know how many Main Street businesses we have (around 60); what should be included for each business; etc. Patrick will get this information to Sonya, and she will provide some pricing ideas
 - Map with an insert that can be changed as businesses change
 - Put it in hotels, etc.
 - Want to have a different format/look than the Chamber’s book, so they won’t be confused

- A heavier pocket that would include the MS logo and contact information, etc.; use the inside for inserts: map, business lists, coupons, etc.
- Sonya will bring samples, pricing, etc.

Next meeting, December 9, 7:00 p.m., Around the Block.

Meeting adjourned at 8:20 p.m.