

**Minutes from Promotions and Marketing Committee Meeting  
October 14, 2009**

7:00 pm, City Hall

Present: Wanda Urie, Kathy McCann, Rush Clement, Becky Ward, Patrick Reagan, manager

Old Business

1.) Radio Campaign: After telling our radio rep about our numbers for distribution of our radio ads, he made a different recommendation. He is recommending Oktoberfest: 120, HolidayFest: 152, First two to three weeks in Dec.: 120, Spring Event: 120. After discussing it, the committee has decided to go with his recommendations.

2.) HolidayFest:

a. Ladies Wish List Reception – Tote bags have been ordered. Businesses have been contacted and the response rate is high at this point. Patrick and Wanda are coordinating marketing and promotion for this event.

b. Window Decoration Contest- Response has been high. It has been decided that the public will determine the winner. The theme this year is “Hark the Herald Angels Sing.” Becky suggested that we speak with the R&O about having free advertising as a possible prize for the winner. Wanda is speaking to S&K Trophy about purchasing a trophy for this event. Patrick has a meeting with Tammy Beson from the R&O scheduled, and will speak to her about it then.

c. Friday’s Art Walk – the Art Council will arrange for the artists, live music and jewelry show as usual. Wanda is going to see if she can get a caricature artist in her business. This committee will continue with the window decorating contest and also the merchant open house. This committee will also encourage businesses to host hands-on events, demos, authors, etc. during the day on Friday. Rush will see if he can get the scouts lined up to do luminary lane.

d. Arts Council will handle: cookie decorating and gingerbread house decorating (at the Sr. center?), photos with Santa, the chili cook-off, the caroling with Santa, the Portland Orchestral Society playing live music in stores, the Garden Club’s participating, and possibly a letters to Santa gallery. This committee will handle announcing the winner of the window decorating contest and will also provide hot chocolate for the tree lighting. Patrick will make sure that we are all set with the lighting of the tree. Patrick is going to call the horse and buggy guy, Dade Schultz to see if he is available.

e. Schedule and Coordination: A schedule of events for the event is being created by Patrick.

3. Marketing for HolidayFest

New this year: radio ads (already paid for) and we will do approx. 150. Wanda will get a quote for a banner for the cement wall at Divine and Grand River.

Posters: we will print 85 this year and see if the person that distributed them last year will do it again this year for \$1 per poster.

Press Releases: Patrick will write them for the R & O, the Ionia Sentinel, and will contact Helen Moodry at J Ad Graphics for reaching Lake O,

Newspaper Ad: income from participating merchants will pay for newspaper ad in Portland – the price this year is \$50. We will only reach out to Portland with newspaper ad so if there is more than we need for a full page ad, we will run an ad the week before.

Fliers: Arts Council will do fliers to the schools, we will do the ones to Tom’s (1500) and downtown.

Table Tents: Patrick will create table tents. We need to call all area restaurants to see who will allow them and how many they need.

Signs: Emergency Services will list the event. We need to call Builder's Lumber to see if they will post it to. If not, we need to call others.

Video: Call Brad Foltz to see if the broadcasting club at the high school will video our events. We can then use this footage for internet marketing.

Email Blasts: we will encourage all participating business to do email blasts inviting their customers to come downtown. Around the Block Quilt Shop has committed to doing this.

It was pointed out that in the past people have been frustrated by not knowing where things were happening or when so we need a complete schedule of events downtown in the store windows and as a handout.

Meeting ended at 9:00 pm.

Submitted by Wanda Urie