

Minutes from Promotions and Marketing Committee Meeting  
Aug 12 2009

7:10 pm, Around the Block Quilt Shop

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

Old Business

1.) 3<sup>rd</sup> Fridays

Posters will be created and distributed tomorrow. Wanda will put together a handout featuring all participating businesses, which artists are where, a map, etc.

This month is featuring The Grand Ledge Bums outside and Doug Snitgen will have open mic night at Cheeky Monkeys.

We need to work out some better plans for promotion of this event. Rush and Wanda will work together on this. Wanda will also write a letter to all downtown businesses about looking at 3<sup>rd</sup> Fridays as an opportunity to get people into their place of business increasing recognition.

2.) Portland Pay Day Prize Party

Refreshments: Patrick has confirmed that Sweet Cake Company will be providing cake for the PPD Prize Party. McDonald's will provide beverages.

Rush will ask Pete if he is available and interested. Some of the contact for prize collection has taken place and some has not. We will all work on this.

3.) Radio Campaign – tabled until next month

4.) Oktoberfest: It was decided that we will expand 3<sup>rd</sup> Fridays in October to include Saturday.

New Business

1.) HolidayFest: After discussion, it was decided that we should send out a flier in early Sept. with a "Save the Date" message for HolidayFest and announcing the theme for the window decorating contest. It was also decided that we would work with the red hatters to do everything we normally do for HolidayFest and make the bags up for the ladies but not do the treasure hunt. Rush will let the red hatter that has called him, Annette, know our plans.

2.) Brochures: We will ask Michelle if she would be willing to sort through the brochures that we have collected to sort out duplicates.

Director's Report

1.) Upcoming Trainings: On Aug. 18<sup>th</sup>, from 6 – 8 pm, the ER Committee in conjunction with the SBDTC is hosting "Financing Your Business" seminar in Portland. All businesses are encouraged to send someone to the seminar.

Meeting ended at 8:30 pm.

Submitted by Wanda Urie