

P&M Committee – December 14th 2010

Attendance: Sunstrum, Urie, Ward, McCann, Clement, Birrell, Reagan

- I. Call to order
- II. HolidayFest
 - a. Ping pong balls were not thrown out far enough
 - b. People brought in duplicates
 - Should we stipulate that one per person?
 - Need more ping pong balls
 - Should we move the snowball drop to Saturday (noon-time?)
 - Carriage rides went really well, had to cut people off both nights
 - Need to be a little more firm with her next year
 - May be nice to have outdoor heaters
 - Posters seemed minimal this year – but we had a fantastic turnout
 - New event on Friday night if we move Snowball drop (PARADE!!!)
 - Parade, across the bridge (lit with lights), end at city hall, Santa light the city hall tree, hot chocolate at city hall.
 - Silver bells, parade on Friday night (same weekend)
 - c. Large prizes that the businesses gave away – can we get a list of what they gave for next year's advertising?
- III. 2011-2012 Workplans
 - a. Radio Advertising – Yes! w/WION
 - Need to run out advertising with remaining Lansing funds
 - Special events w/WION
 - Wanda will lead, reformatting workplan to match new initiatives
 - Budget \$2000
 - b. Brochures
 - At what point do we want to revise?
 - Get past HolidayFest next year and then revisit
 - Budget \$750
 - c. Blockparty
 - Budget \$4500
 - d. PayDay
 - Need printed sequential tickets from the Lottery Office, cost could be high
 - MainStreet Board Members cannot participate
 - Can we get around the rule by allowing people to have 1 “free” entry?
 - Is there a time (length) of time on the ticket sales per Lottery?
 - Bring to MainStreet Board?
 - Re-evaluate the distribution and collection methods?
 - Budget TBD
 - e. HolidayFest
 - Should we do two carriages at once on Saturday?
 - Some of the items just need to be removed...have not been done. Incorporate Snowball drop.
 - Budget \$1800
- IV. 2011 Riverfest

a. P&M involvement and activities

- Wine the walk
- Cost would be liquor license and liquor
- Not a beer tent
- \$4000 for electric service and lighting the bridge (Patrick trying to get out of MSHDA reimbursement)
- Encouraging the utilization of the boardwalk
- More of a tasting, somewhat classier
- Are there any weight issues?
- Working to bring the balloons back (Friday night lift off, Saturday night glow)
- Budget \$3000 approx. (Patrick will take a look at it)

V. Block Party

a. Date: May 21st

b. Sponsorships

- Get moving
- Letter drafted
- Distribution
- Limiting some of the categories – change it up
- WION to do a show

c. Car Club

- Sit down and talk with them, January
- Explore other car clubs, Patrick has spoken with others – should not be a problem
- Typed up and signed contract, no moving cars!

d. Activities

- Food court
- Softball tournament
- Children's activities
- Music
- Beer tent
- Rodeo, mechanical bull
- Car Show
- Tour of the loft apartments? In line with MainStreet Board goals...
- Scavenger Hunt (photo)
- Powder puff car event (Becky)
- Karate group, line dancing

VI. Adjournment

Notes: January meeting will be dedicated to going line by line through each of the workplans
Moving to 4th Wednesday – Two meetings in January (5th and 26th)
Fall event? Halloween, Trunk or Treat with PTO