

Perry Main Street Board
PROMOTION COMMITTEE
January 21, 2015 – Minutes

Welcome: Chairman Bill O’Neal called the meeting to order at 12:05 p.m.

Roll: Chairman Bill O’Neal, Kelly Hillis, Samantha Arrington, Lindsay Bailey, Catherine Edgemon (Main Street Coordinator), and Trisha McMillan (Recording Secretary).

Absent: Joe Brownlee, Susan Scragg, Sandy Smeltzer and Darlene McLendon.

Review and approve November 19, 2014 minutes

Committee member Hillis made a motion to approve the November 19, 2014, minutes as presented, and committee member Samantha Arrington seconded the motion. The minutes were unanimously approved.

Old Business

1. Geocaching – tabled until next meeting
2. Buzzard Drop wrap-up – Chairman Bill O’Neal said there are already new ideas for next year’s event. Ms. Edgemon is waiting on Mayor Faircloth to set a date and time for the wrap-up meeting for Buzzard Drop. As soon as she finds out, she will send an email out to committee.

New Business

1. Money to fund benches
Ms. Edgemon reported that Mrs. Walker, Chairman of the Design Committee, has asked for help from the Promotion Committee in buying benches for the old courthouse. Originally when DDA sold benches the money went back into a fund to buy more benches, but now the money is used for matching media grants. The Design Committee is requesting taking money in grant funds to purchase benches. The backless benches are about \$1,000 each. The committee proposes transferring \$1,000 from bench/media grant funds towards the cost of a bench if the Design Committee can raise the remaining funds elsewhere.
2. BOOST program support
Ms. Edgemon explained that the BOOST program is a micro-grant program funded with contributions from people within the community. Donors that contribute to the program also vote on who will get the grant money. Ms. Edgemon suggested that the Promotion Committee take net proceeds from the Farmers’ Market to help the DDA establish a local BOOST program. Committee member Hillis made a motion that the Promotion Committee contribute \$1,000 at this time and considering contribute more at the end of the fiscal year if the remaining funds in the farmers’ market are not allocated elsewhere. The motion was seconded by committee member Arrington and unanimously approved.
3. Sponsorship and advertising opportunities at National Main Street Conference in Atlanta (March 30 – April 2)
It was unanimous by the Promotion Committee to refer this to the Main Street board.

Chairman Items – none

Other - none

Adjourn - With no further business the Promotion Committee meeting adjourned at 1:00 p.m.