

Perry Main Street Board
PROMOTION COMMITTEE
February 18, 2015 – Minutes

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

Roll: Chairman Bill O’Neal, Samantha Arrington, Susan Scragg, Darlene McLendon, Catherine Edgemon (Main Street Coordinator), and Trisha McMillan (Recording Secretary).

Absent: Joe Brownlee, Sandy Smeltzer, Kelly Hillis and Lindsay Bailey,

Review and approve January 21, 2015, minutes

Chairman Bill O’Neal made a motion to approve the January 21, 2015, minutes as presented and committee member Samantha Arrington seconded the motion. The minutes were unanimously approved.

Old Business

1. Geocaching – Committee member Scragg discussed geocaching. She said Wal-Mart, Forest Hill Park, Applebee’s and Ashley Marie’s Boutique in downtown Perry participate in geocaching, and she will ask Marty Myers if one can be put at City Supply. She also suggested having them at the Arts Center and CVB. The group discussed possible locations to create a series of locations to connect downtown and the fairgrounds and businesses along the way. Medicine bottles, military cylinders and PVC pipe can be used to store geocaching logs and tokens as long as they are waterproof. Chairman O’Neal has flashlight key chains he will donate as “prizes.” The group suggested that merchants could donate coupons.
2. Media Grant reimbursement for Whispers Vapor Store – Whispers Vapor Store received a \$250 grant in the fall. Since then they have done three months of radio advertising. Per the grant program guidelines, they were paid half of the grant during the advertising campaign, and now they are requesting the remainder of their grant. Chairman O’Neal made a motion to approve payment of the remaining \$125 and closing out the media grant for Whispers Vapor Store. Committee member Scragg seconded the motion, and it was unanimously approved.

New Business

1. Assistance with PDMA’s progressive wine tasting on June 5, 2015
Committee member Arrington said the Perry Downtown Merchants Association had not done any planning yet but are definitely going to do the wine tasting event again this year. She will find out what the Promotion Committee can do to help.
2. Monthly business spotlight
Per Mr. Edgemon this program would be a way to spotlight downtown businesses and business owners that have done things for the community or have provided outstanding customer service. There will be a nomination form, and members from the Promotion Committee can nominate the business. It was decided by the committee to do it quarterly.
3. Work plan and budget for FY 2016
Ms. Edgemon mentioned the need for billboards and other advertising. She has suggested to the Merchant’s Association that it would be a good idea to have two or three billboards on the interstate when the NBHA is going on in July promoting sidewalk sales for downtown. Chairman O’Neal said Main Street needs a billboard on Courtney Hodges. Ms. Edgemon will get estimates. The Buzzard Drop will need at least \$5,000, if not more money. Committee member McLendon

said the Chamber can advertise the Buzzard Drop at the Dogwood Festival and suggested a contest to hide “Bob” and let people find him. Chairman O’Neal thinks it will be a good idea to contact the Beckhams about sponsoring a billboard on the corner they own.

Per Ms. Edgemon the Promotion Committee may want to go in with the Design Committee on doing way finding signage associated with branding. Also Ms. Edgemon mentioned purchasing pens, postcards and other swag items for giveaway items after branding is completed. Ms. Edgemon asked committee members to email her if there are anymore items for the budget.

Chairman Items – Chairman O’Neal reminded everyone of the Buzzard Drop wrap-up on Thursday, February 19, at City Hall in the upstairs conference room.

Other – Committee member Arrington asked if the Promotion Committee can get Buzzard Drop T-shirts for merchants to sell downtown.

Chairman O’Neal told members that Marty Myers is trying to get the downtown shops to stay open late on December 31, using the slogan “Buzzard Shop to the Drop” and then transition it into the Buzzard Drop. Ms. Edgemon cautioned committee members that retail businesses will not make a lot of big sales that night because many people have just spent a lot of their money to purchase Christmas gifts.

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