

Perry Main Street Board
PROMOTION COMMITTEE
June 17, 2015 – Minutes

Welcome: Chairman Bill O’Neal called the meeting to order at 12:00 p.m.

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

Absent: Kelly Hillis, Joe Brownlee & Darlene McLendon

Review and approve May 20, 2015, minutes

Committee member Susan Scragg made a motion to approve the May 20, 2015, minutes as presented, and committee member Samantha Arrington seconded the motion. The minutes were unanimously approved.

Old Business

1. Update on Farmers’ Market

According to Ms. Edgemon the new contract for the Farmers’ Market was tabled at the council meeting because more information was needed. On June 24 there will be a meeting with Jodi Daley so that Main Street board and committee members can ask questions. The first question will be the location of the market. One of the downtown merchants has complained about the road closure and said that it affects her business. It was suggested by council members to move the market around the corner on Jernigan Street. Committee member Susan Scragg suggested that it not be moved. Chairman O’Neal suggested moving the market to the lawn of the old courthouse. Ms. Edgemon will check with the county about moving the market to the grass. Chairman O’Neal suggested Ms. Daley provide a progress report on the market. It was unanimously agreed upon to move the hours to 9 a.m. – 1 p.m.

The second question was to talk to Ms. Daley about the re-sale of products. Ms. Daley is trying to get a designated rep from Lane Packing to sell peaches. It was also suggested that a designated person that has a relationship with the growers sell watermelons at the Perry market. The council would like more variety in produce offered. Ms. Edgemon mentioned changing the day of the market, but members want to remain having it on Saturday.

2. Update on Buzzard Drop Band

The city manager wants to add a penalty clause if the band does not perform. The original contract states that if something happens with assigned band, the agent will send another band that is comparable. There will also be a 90-day clause stating the band won’t be playing in other public events within 60 miles of Perry or within 90 days of our event unless it is a private event.

3. Follow-up on geocaching

The committee decided that there is not enough interest in the area for geocaching right now.

New Business

1. Discuss Urban Century video (www.noticepictures.com/urbancentury/)

This session was offered at the Downtown Conference, and because it conflicted with another session, Ms. Edgemon was unable to attend. Ms. Edgemon will forward a link for everyone to view the film about Main Street, including promotion, historic preservation, etc. The rights to

show the film can be purchased for \$500. After a discussion, the committee decided to put this offer on hold for now.

Committee member Scragg announced that the city allocated the Buzzard Drop \$1,200 instead of the \$5,000 requested, in the FY 16 budget. Main Street's total allocation is now \$7,200. DDA's budget is \$4,900.

Chairman Items - none

Other

Select business spotlight - Three businesses were selected for the business spotlights. They are Village Boutique, Coffee Cup and Rustic Reclaims.

Per Ms. Edgemon, the DDA is seeking BOOSTers (investors) for the BOOST Program.

Committee member Arrington asked for feedback regarding the downtown wine tasting event. It was suggested to have a band playing during the event since the roads are already closed. It was also suggested that the registration booth be closer to the businesses.

Ms. Edgemon has received suggestions to hold a beer crawl in October. It was also suggested to have a beer garden for the men who do not like to shop during these events. Downtown merchants are discussing having Oktoberfest. If that event is not done, Sweets and Treats will be the next merchants' association event in downtown. Ms. Edgemon suggested the downtown merchants start planning for small business Saturday, which is the day after Black Friday.

Business After Hours will be at Ocmulgee Engineering on Thursday, June 25.

Sunday, June 28, will be the Freedom & Fireworks celebration starting with a parade at 6 p.m. downtown and then going to the fairgrounds, where there will be a band and entertainment for kids. Fireworks will be at approximately 9 p.m.

Adjourn - With no further business the Promotion Committee meeting adjourned at 1:05 p.m.