

Perry Main Street Program – Promotion Committee
Minutes – Oct. 21, 2015

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

Roll: Chairman O’Neal, Committee Members Susan Scragg, Samantha Arrington, Darlene McLendon and Joe Brownlee.

Absent: Committee members Sandi Smeltzer, Andrew Presswood, Lindsay Bailey and Kelly Hillis.

Staff: Catherine Edgemon, Main Street Coordinator and Trisha McMillan, Recording Clerk.

Visitors: Jake Jacobs, Houston Home Journal

Old Business

1. Update on Sweets and Treats – Committee member Arrington told members that everything downtown was ready for Sweets and Treats. She distributed cards for advertisement. Committee member Presswood will take pictures and keep the children organized.
2. Discuss Paintings, Pitchers and Pints event on Nov. 6 – The Perry Public Arts Commission has approved this event. It is a fundraiser for FOPAS and the Perry Animal Shelter. An artist will be painting in the park across from the Coffee Cup; the painting will be raffled off during the evening. There will also be an open container for that night. Chairman O’Neal made a request that everyone support this event.
3. Update on Small Business Saturday – The downtown stores are getting ready for Small Business Saturday (Nov. 28). Posters and postcards are being distributed. Shoppers will get their passports stamped; completed passports will be submitted for a drawing for \$300 Downtown Dollars. Ms. Edgemon commended the downtown merchants for their hard work to make this great event happen.
4. Update and follow-up on Buzzard Drop Committee meeting – Committee member Scragg said music is needed during breaks at the Buzzard Drop, and the Buzzard Drop Subcommittee wants to split the cost advertise on postcards with the merchants association. A motion was made by Committee member Scragg to purchase a \$50 iTunes cards to download music for the breaks and to pay \$75 to advertise on postcards. Small Business Saturday will be promoted on the reverse of the postcard. Committee member Brownlee seconded the motion, and it was unanimously approved.

Committee member Scragg made a suggestion to have the Buzzard Drop bench or tower at the entry door during the Mistletoe Market that will be held on Nov. 20 – 22. Ms. Edgemon suggested Mrs. Scragg offer a \$25 donation to the event if requested because that is the amount paid for parade entry fees to civic clubs. Mrs. Scragg will talk to contact market organizers to find out if these items would be allowed and get back to the committee.

The “Who saw Bob” will run from Dec. 7-31 at noon.

Committee member Scragg has calls out to WMAZ and 41 NBC to advertise for the Buzzard Drop. She also has options to advertise on Facebook and in the *Houston Home Journal*. Mrs. Scragg said she will find out costs for the above advertising and email information out to members.

New Business

1. Discuss coloring night, architectural scavenger hunt or other possible events – These are suggestions made by Terre Walker as events she has noted have been held in Thomasville, Ga. A discussion was held about these possible events, and members thought maybe a city wide Easter Egg Hunt would be a better option because it will attract people of all ages. Mrs. Scragg suggested putting the Easter Egg Hunt on the Merchants Association Agenda. Committee member Arrington will relay this information to Mrs. Cossart.
2. Selecting upcoming business spotlights – The following business spotlights have been selected: October – Cossart Design, November – Cochran Coachworks, December – Daisy Patch and January – Jones and Company.

Chairman Items – none

Other – Per Ms. Edgemon, City Manager Lee Gilmour asked if the haystacks and pumpkins used for decorating during the fall are sufficient in quantity and location. The committee replied that the 700 block of Carroll Street be checked and also to make sure there are decorations at the “Welcome to Perry Sign.” Other than that everyone is pleased with the decorations.

Committee member Brownlee asked about branding. Committee member McLendon, who is on the branding committee, said the process is on track to wrap up around Jan. 1, 2016.

Adjourn – There being no further business the meeting was adjourned at 12:40 p.m.