

Perry Main Street Program – Promotion Committee  
Minutes – November 18, 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, Kelly Hillis and Joe Brownlee.

Absent: Committee member Andrew Presswood and Lindsay Bailey

Staff: Chris Sewell; Catherine Edgemon, Main Street Coordinator; and Trisha McMillan, Recording Clerk

Visitors: Jake Jacobs, *Houston Home Journal*

Minutes: A motion was made by Committee member Hillis to approve the October 21, 2015, minutes as presented, and it was seconded by Committee member Arrington. The minutes were unanimously approved.

Old Business

1. Schedule Buzzard Drop subcommittee meeting – Committee member Scragg suggested there be two meetings before the Buzzard Drop event. They will be on November 28 at 3 p.m. and December 28 at noon.
2. Discuss farmers’ market location – Ms. Edgemon had a meeting with farmers’ market manager Jodi Daley and was told that the Jernigan Street location the market is using is not working well for them. There were several possibilities mentioned by members including the parking lot at the intersection of Ball and Main streets, the Goodroe property and the space behind the Perry Arts Center where the market was previously located.

New Business

1. Discuss First Friday events – Ms. Edgemon  
Ms. Edgemon said Bonnie Giles at the Perry Chamber suggested the Promotion Committee be the scheduling umbrella for events such as First Friday. If someone wanted to hold a First Friday event, the Promotion Committee could coordinate with them on dates, publicity and making them aware of any city requirements for an event. Ms. Edgemon said she would be the point of contact and recently reminded Marty Myers of requests he had to make to the city for the upcoming First Friday event. The committee could also work with other groups such as the Arts Center, Artisan Center, etc. Committee member McLendon listed some benefits she saw from that suggestion. Chairman O’Neal said someone should check with the Arts Center and Marty Myers to see if it was OK. Committee member Scragg asked why it should come under Main Street since Mr. Myers has been handling it. Per Chairman O’Neal the Promotion Committee already has enough on its plate, but maybe they could just keep the calendar.
2. Approve poster design for Buzzard Drop  
The poster design was reviewed by committee members. After a lengthy discussion the following changes were made: remove line in middle, remove “sponsored by,” move

Discover Perry to bottom left hand corner, keep ICB logo on top, make layout of sponsors the same as on the T-shirts and make sure the ICB logo isn't stretched in the sponsor list. Chairman O'Neal made a motion to accept the above referenced changes, and committee member Brownlee seconded the motion. It was unanimously approved.

3. Review expenses for 2015 Buzzard Drop

Committee member Scragg suggested Ms. Sewell send invoices out again to vendors except for Georgia Power, whose invoice is being processed, committee member Brownlee said.

4. Approve advertising expenses for 2015 Buzzard Drop

A motion was made by committee member Scragg to approve the expenditure of \$178 for 100 posters. It was seconded by committee member Arrington and unanimously approved.

A motion was made by committee member Arrington to approve expenditures of \$370 to *Macon Telegraph* for 25,000 online banners and advertising in *Out and About*. It was seconded by committee member Scragg and unanimously approved.

A motion was made by committee member Scragg to purchase 10 billboards for \$1,500 from Lamar Advertising. Committee member Brownlee seconded, and the motion was unanimously approved.

A motion was made by committee member McLendon for expenditures of \$375 to WMAZ to run banners on their web page and seconded by committee member Brownlee. It was unanimously approved.

Committee member Scragg spoke with Kristen Driggers at the *Houston Home Journal* about advertising in the newspaper on December 30. Because some people won't get their papers until after the event, Ms. Driggers said the *Journal* would also put it in Saturday's paper on December 26. A ½-page ad would be \$700; a ¼-page ad would be \$350. Ms. Scragg will also ask Ms. Driggers if they sell a banner across the top of the paper. Per committee member Brownlee, the committee should ask them to do a ½-page ad for \$350. A motion was made by committee member Arrington to negotiate up to \$400 with the *Journal* for the ad. It was seconded by committee member Brownlee and unanimously approved.

A motion was made by committee member Arrington to approve the expenditure of \$200 for advertising on Facebook. It was seconded by committee member McLendon and unanimously approved. Per Ms. Scragg this expenditure will have to be done on her personal credit card, and she will request reimbursement from the restricted event funds.

Committee member Scragg has reached out to 41 NBC several times but has not heard back from the advertising representative.

Per Ms. Sewell, the banners are done, and she is waiting on other quotes.

Meghan with Perfect Pear has another event on December 31 and will not be open.

Committee member Scragg told members that the Carriage House has offered to sell beer and wine. They would bring a couple of tables and set it up. They also have a popcorn cart

and will give Main Street 50% of the proceeds. A motion was made by committee member McLendon to accept the offer from the Carriage House to be a vendor of beer, wine and popcorn. It was seconded by committee member Arrington and unanimously approved. Committee member Scragg will ask the Carriage House about using their bistro tables and also check with the Arts Center about using theirs. Committee member Scragg spoke with Chief Lynn about a special events permit. Chief Lynn said they just needed to be listed on the special events permit.

Committee member Scragg will talk with Rebecca at the Swanson. The Coffee Cup will be open but not set up outside.

Chairman O'Neal questioned committee member Scragg about doughnuts. Ms. Scragg said Mr. Crumpton was checking on that but there seemed to be a language barrier. Chairman O'Neal will stop by and talk to the manager at Lickin Good Doughnuts.

5. Downtown Merchants Association request for Matching Media Grant  
Ms. Edgemon explained the Matching Media budget to members; there is \$3,350 available from the sale of benches in FY16 and the carryover from FY15. The Perry Downtown Merchants Association has applied for funds for advertising for Small Business Saturday in the *Out and About*, *Robin Rev-up* (base newspaper), *Sun News* and online on macon.com will be \$300. Trish Cossart submitted the application for PDAM and included a quote for advertising in the *Houston Home Journal* for \$405. Ms. Edgemon reminded members that the grant guidelines allow a maximum 50-50 match up to \$250. To make the project eligible for maximum funding, Ms. Edgemon said two separate applications could be submitted, one from PDMA and one from an individual business. She suggested that the Promotion Committee might want to change their policies on grants or have a separate funding structure for co-op advertising done by a group of businesses or by PDMA at a later date.

Committee member Scragg made a motion to approve \$250 for the matching media grant for the Perry Downtown Merchants Association for the Small Business Saturday event. It was seconded by committee member McLendon and unanimously approved.

Committee member Scragg asked Ms. Edgemon if the extra money could be used for other events. Mr. Edgemon will check on this and let her know.

Chairman Items – none

Other – Committee member McLendon said she needs to get with Ms. Scragg and Mayor Faircloth to set up dates for interviews to promote the Buzzard Drop.

Adjourn – With no further business, the Promotion Committee meeting was adjourned at 1:14 p.m.