

***Perry Main Street Program
City of Perry, Georgia***

June 15, 2016

Noon – Perry City Hall
2nd floor conference room

***PROMOTION COMMITTEE
AGENDA***

Welcome

Minutes

Review and approve minutes for April 20, 2016, meeting, May 5, 2016, special called meeting and May 18, 2016, meeting

Visitors

1. Discuss outdoor dinner event and promoting new brand

Old Business

1. Approve media grant payment to Perry Downtown Merchants Association for \$219.25
2. Discuss business spotlight program
3. Update on event policy
4. Report on discussions with GNFA event planners that want activities downtown
National Rodeo – Catherine Edgemon
Family Motorcoach Association - Bill O'Neal
Arabian Horse Show - Lindsay Bailey
NBHA world championship and NBHA youth championship - Samantha Arrington
Junior Livestock show - Joe Brownlee
Georgia Wildlife Federation Buckarama - Andrew Presswood
5. Discuss hosting fall event

New Business

1. Discuss giant postcards
2. Discuss Small Business Saturday

Chairman Items

Other

Adjourn

Perry Main Street Program- Promotion Committee
Minutes – April 20, 2016

Welcome – Ms. Edgemon welcomed everyone to the meeting at 12:10 p.m.

Roll: Committee members Samantha Arrington, Darlene McLendon, Lindsay Bailey and Joe Brownlee

Absent: Chairman Bill O’Neal and Andrew Presswood

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

Visitors: Beth Baker and Terre Walker

In the absence of Chairman O’Neal, Ms. Edgemon recommended amending the agenda to make selection of the vice chairman as the first item so that person would be able to preside over the meeting. The committee concurred with the recommendation.

Select Vice- Chairman nominee

Committee member Darlene McLendon made a motion to elect committee member Samantha Arrington as vice-chairman of the Promotion Committee, and committee member Lindsay Bailey seconded the motion. All were in favor, and it was unanimously approved.

Minutes

After reviewing the March 16, 2016 meeting minutes, committee member Arrington made a motion that they be approved. The motion was seconded by committee member McLendon and unanimously approved.

Old Business

1. Discuss business spotlight program – Ms. Edgemon reported that A couple of Jerks was the business spotlight for April, and Lickin’ Good Donuts will be the spotlight for May. The committee selected Kids America and Enterprise Rental Cars for the next two spotlights.
2. Discuss video/slideshow to promote downtown Perry – Beth Baker, a videographer, talked to the Promotion Committee about promoting downtown Perry with a video. It will take months to gather information. She recommended just a few points be mentioned and to limit the dialogue. She suggested looking at what other communities have done. Committee member McLendon suggested putting airport footage in the video and including the new industry in Perry, Sandler. Ms. Walker told members to keep in mind our mission for Main Street and our budget for this project. Per Committee member McLendon it would be a good idea to broaden the video by getting a partnership. Ms. Baker stated that one video could be used or a suite of videos. Ms. Edgemon will make some phone calls to see where to go from here.

New Business

1. Update on brand – rally and promotional items to sell as fundraiser
Economic Development Director Robert Smith has sent out invitations to a brand rally on May 3 at 11:30 a.m. at Houston Lake Country Club. Mr. Smith has ordered promotional items to be

given away at this event. Ms. Walker suggested putting promotion items in downtown stores. A discussion was held about doing some kind of fundraiser for Main Street since the Buzzard Drop is gone. Committee Brownlee suggested selling items to a corporation such as Georgia Power or State Bank, etc., for them to give away as a possible fundraiser.

2. Discuss two Welcome to Perry events coordinated with GNFA – Ms. Edgemon told members that she had received instructions that the city was looking into hosting two Welcome to Perry events to be held when there is an event at the fairgrounds that has a large attendance so that attendees have something to do at night. The committee discussed as possible events where the event organizer would be interested in local activities for event attendees: saddle bred horse show, Arabian horse show, Family Motor Coach convention and Paso Fino horse show.
3. Discuss downtown Friday events – Ms. Edgemon relayed to members that the council has dissolved the Perry Arts Center Committee. Committee member Bailey asked Ms. Edgemon what was happening with First Friday events and Ms. Edgemon brought her up to date. The next event will be Cinco de Mayo on Friday, May 6. Marty Myers will be in charge of this event. The committee members discussed whether the committee and the Main Street board should have a greater role in management of downtown events, with each member sharing his or her thoughts.

Ms. Edgemon showed a picture of the Best of Downtown events banners recently located in city hall. She said they will fit on street lamps, and there are 15 of them. She thought it would be a good idea to recycle them to use at quarterly events.

Chairman Items – none

Other – Ms. Edgemon said she has received a matching media grant application from Ericka Stewart with the Downtown Merchants Association for the wine tasting event. Ms. Edgemon said she needs quotes from vendors, and the grant request will be \$250 to help with the advertising cost. This will be put on the May agenda so the Promotion committee can vote on.

Adjourn – With no further business, the Promotion Committee meeting was adjourned at 1:33 p.m.

Perry Main Street Program
Special Called Promotion Committee
May 5, 2016

Welcome: Chairman Bill O'Neal called the meeting to order at 4:45 p.m.

Roll: Chairman O'Neal, Vice-chairman Samantha Arrington, Committee members Andrew Presswood, Lindsay Bailey and Joe Brownlee.

Absent: Committee members Darlene McLendon and Kelly Hillis.

1. Evaluation of the matching media grant application by PDMA

A motion was made by committee member Joe Brownlee to approve the matching media grant of \$219.25 for the wine tasting event held by PDMA on June 3rd. It was seconded by committee member Andrew Presswood and unanimously approved.

Adjourn: With no further business, the meeting was adjourned at 4:52 p.m.

Perry Main Street Program Promotion Committee
Minutes – May 18, 2016

Welcome – Chairman Bill O’Neal welcomed everyone to the meeting at 12:00 p.m.

Roll: Chairman O’Neal; Committee members Samantha Arrington and Joe Brownlee

Absent: Committee members Darlene McLendon, Lindsay Bailey and Andrew Presswood

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

Minutes – Review and approve April 20, 2016 meeting and May 5, 2016 special called meeting minutes
The minutes were tabled because there was not a quorum present.

Visitors

1. Discuss assistance for progressive wine tasting event – Friday June 3 – PDMA
Committee member Arrington reported that the Perry Downtown Merchants Association (PDMA) is getting the wine list ready and is interested in live music for the event. Chairman O’Neal recommended a musician, and Ms. Arrington said she will contact him.
2. Discuss outdoor dinner event and promoting new brand – Council member Robert Jones
Ms. Edgemon said council member Jones could not attend the meeting asked that the matter will be tabled.

Old Business

1. Discuss business spotlight program – Ms. Edgemon said she did not receive a response from Lickin’ Good Donuts. The next spotlights will be Kids America and Enterprise Rent-a-Car.
2. Discuss hosting fall event – Chairman O’Neal said the committee had been talking about partnering with PDMA to host an Oktoberfest event. Recently, on Facebook a similar event has been announced to be held on September 17, which will feature a homebrewed beer competition. The date coincides with the Perry Music Festival. Chairman O’Neal said it probably would not be a good idea to have another similar public event so close to that in time. Ms. Edgemon thinks it will be a good idea to put this information on the PDMA agenda to discuss at their next meeting. She also stated that at this time, the September 17 event has not been approved by Mayor and Council.

New Business

1. Select three projects to complete in 2016 – The committee selected the following projects:
 - a. Research and plan for fall event
 - b. Support PDMA with winetasting event
 - c. Partner with PDMA on Small business Saturday
2. Divide contact list for GNFA events that want activities downtown
Ashley Brown, commercial sales director at the Georgia National Fairgrounds, sent Ms. Edgemon a list of the events whose attendees wanted to have activities downtown while they are here. Ms. Edgemon will divide the list and send it out with a script that includes the time of year and attendance at the events, per Chairman O’Neal’s request. Chairman O’Neal suggested Blackberry Breeze band play downtown during the NBHA Youth Championship.

3. Discuss event policy

After reviewing the event policy, committee member Joe Brownlee suggested that Ms. Edgemon review some of the other policies from similar cities and compare. Ms. Edgemon said it is important to know what criteria the Main Street Promotion Committee uses to decide whether to partner to host an event or decline. If the committee does partner with the event coordinator or someone on the event and city council approves, then the liability insurance and other fees could be waived; if the committee does not partner on the event, the group hosting the event will have to have liability insurance plus a fee to have the event and police present. Committee member Arrington asked how this would be controlled. Chairman O'Neal said this is the reason for the event check list, and council can stop unapproved events from happening on public property. Ms. Edgemon will review other policies and get back to the committee.

Chairman Items – Chairman Bill O'Neal asked if the Buzzard Drop Committee could apply for a matching media grant. The committee operates under the Perry Public Arts Commission. Ms. Edgemon said thinks the proposed advertising campaign would be eligible.

Other – none

Adjourn- With no further business, the Promotion Committee was adjourned at 12:42 p.m.

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Subject:

FW: Giant Postcards Idea for Promo Committee



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Downtown Digest

Giant Postcards Encourage Social Media Sharing

May 19, 2016

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A new mural trail being created in Stockton, CA, is strategically designed to encourage people to take selfies and share them on social media. The project will eventually feature 15 giant "postcards" at sites intended to draw pedestrians through the city center while also providing education about local history and culture.



"People don't really buy and write postcards and stamp them and mail them out anymore, but they do use social media," says Sylwia Lipiec-Qualls, communications manager for the Downtown Stockton Alliance. "We are going to encourage them to take a photo of themselves in front of the murals, or just of the murals."

The mural postcards will feature classic postcard designs and each will say something like "Greetings from Stockton, CA," or "Welcome to the City of Stockton," explains Lipiec-Qualls.

When completed, the mural trail will help focus attention on the core of the 55-block downtown district, "where the majority of the historic buildings and civic centers are," Lipiec-Qualls says. "We want to add to the walkability of downtown, to encourage people to park their cars and walk around looking at the murals, the buildings, and learning something more about our history. We are planning on creating a map, and a publication devoted to the murals, with descriptions of each. We are also planning on having QR codes next to each mural so people who visit can interact by scanning the code to learn more about that piece of art, but also about the site where the mural is located. Once all 15 murals are completed, that will be quite a tour, and it will be a very interactive experience."

More on the giant postcards, celebrating city anniversaries, and creating tours for young professionals appears in the May issue of [Downtown Promotion Reporter](#).

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— Mary Douglas Neal
Downtown Development Manager, City of Greenville, SC



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Poster01.jpg

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