Perry Main Street Program
City of Perry, Georgia
July 20, 2016
Noon – Perry City Hall
2nd floor conference room

PROMOTION COMMITTEE
AGENDA

Welcome

Minutes
Review and approve minutes for June 15, 2016, meeting

Visitors

Old Business
1. Discuss business spotlight program
2. Update on event policy
3. Discuss outdoor dinner event to promote new brand and possible sponsorships
4. Discuss hosting fall event
5. Update on giant postcards
6. Update on Small Business Saturday
7. Update on I-75 billboard
8. Update on survey ideas for NBHA 2017 event

New Business
1. Authorize $120 expense to measure billboards
2. Request to assist with Sweets and Treats and provide costume contest prize money
3. Discuss scavenger hunt or Where's Waldo? competition for 2017 NBHA

Chairman Items

Other

Adjourn

Perry Main Street Program – Promotion Committee
Minutes – June 15, 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 Darlene McLendon
New member: Allison Hamsley

Absent: Andrew Presswood, Lindsay Bailey and Joe Brownlee

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

Visitors: Terre Walker.

The committee welcomed Allison Hamsley, the new director at the Perry Area Convention and Visitors Bureau, as a new member on the Promotion Committee.

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Minutes
Committee member Arrington made a motion to approve the April 20, 2016, meeting minutes as presented; committee member McLendon seconded; motion passed 2-0 with Chairman O'Neal and committee member Hamsley abstaining. Committee member Arrington made a motion to approve the minutes for the May 5, 2016, special called meeting and May 18, 2016, meeting; Chairman O'Neal seconded; motion passed 2-0 with committee members McLendon and Hamsley abstaining.

Discuss outdoor dinner event and promoting new brand
Ms. Edgemon has talked with Jodi Daley about this event to get her ideas. Ms. Daley has done events such as this one and said the ticket price would need to be at least $50.00 per person. Committee member Arrington mentioned getting sponsors to help with expenses. Ms. Edgemon will talk with Council member Jones to get his ideas about the proposed event and report back to the committee.

Old Business

1. Approve media grant payment to Perry Downtown Merchants Association for $219.25
   Committee member McLendon made a motion to approve the media grant payment to Perry Downtown Merchants Association for $219.25. It was seconded by committee member Hamsley and was unanimously approved with committee member Arrington abstaining. Committee member Arrington told members that the wine tasting event's attendance doubled from 2015 to this year's event.
2. Discuss business spotlight program – Ms. Edgemon told members that she had not been successful getting a response to the questionnaire from Lickin' Good Doughnuts for the May spotlight and is waiting on the information from Kids America for June's spotlight. Enterprise Rent-a-Car will be the spotlight for July. The committee discussed changing the spotlight program to focus on new businesses that would be eager for the publicity that a news release could bring.
3. Update on event policy – Ms. Edgemon said that council has approved going forward with the event policy. Right now she is waiting for final review comments from the police and fire departments. Then the policy will go to the city manager and city attorney for review.
4. Report on discussions with the Georgia National Fairgrounds and Agricenter event planners that want activities downtown

a. National Rodeo – Ms. Edgemon spoke with Stacey Campbell at the Georgia National Fairgrounds and Agricenter. Ms. Campbell said that a lot of people just come for a couple of hours to the rodeo and advised an event in conjunction with this event would probably not have a good turnout.
b. Family Motor Coach Association – Chairman Bill O'Neal said Chris Lusk with the Family Motor Coach Association said members are not encouraged to leave the grounds; however, they might be open to having an event downtown on their "free" night when they do not have activities planned on the GNFA grounds if that night moved to Friday. The next FMCA event in Perry will be in March 15-18, 2018.
c. National Barrel Horse Association – Committee member Arrington said Sherri from National Barrel Horse Association said it would be best to have an event downtown for the youth, rather than adults, and Tuesday and Thursday would be the best nights.
d. The committee, upon hearing Mrs. Campbell's feedback regarding the rodeo, felt there would be similar obstacles to planning an event downtown in conjunction with the Junior Livestock Show, Georgia Wildlife Federation Buckarama and Arabian Horse Show and decided not to investigate those further, rather focusing on the FMCA convention and NBHA Youth.

5. Discuss hosting fall event
Committee member Arrington said she would ask merchants at the next Perry Downtown Merchants Association if there is interest in partnering with the Promotion Committee for a fall event.

<u>New Business</u>

1. Discuss giant postcards
Terre Walker Gave a presentation about giant postcards as selfie stops. She shared a postcard which shows some downtown buildings and had printed at Federal Express for $77. Ms. Walker explained that when the postcard is placed downtown, it will be a good backdrop for visitors to take pictures, including selfies. There could also be seasonal postcards that included fairground activities and seasonal events.

A discussion was held about the postcards. Suggestions were made to have it painted on the side of a building or to have a bigger postcard that showed the downtown area better.

Ms. Edgemon suggested having Creative Signs make a draft for a double billboard at Exit 136. Committee member Arrington recommended Cory Jones to do a draft also. Ms. Edgemon will contact them both. It will have the new logo on it using the color palate with greens and yellows and will direct people to the downtown area.

2. Discuss Small Business Saturday
Ms. Edgemon signed up Perry Downtown Merchants Association to participate in Small Business Saturday, and the request was approved. The merchants would like to do the passport promotion again this year as it was so well-received last year.

<u>Chairman Items</u> – none

<u>Other</u> – none

<u>Adjourn</u> – With no further business, the Promotion Committee meeting was adjourned at 1:00 p.m.

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