

Perry Main Street Program – Promotion Committee  
Minutes – January 20, 2016

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, Joe Brownlee, Lindsay Bailey and Kelly Hillis.

Absent: Committee member Andrew Presswood

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

Visitors: Tara Poole, Perry Convention and Visitors Bureau

Minutes – After a review of the minutes, committee member Brownlee made a motion that they be approved. Committee member Arrington seconded the motion, and the minutes were unanimously approved.

Visitors – None

Old Business

1. Farmers Market update – Ms. Edgemon said she met with Ms. Daley to discuss options for the location of the market. Ms. Daley said she wants to stay at Roughton Park. Ms. Edgemon talked with the city attorney because it is private property. Because the city could still face liability with the market on private property, Ms. Edgemon recommended that the farmers’ market become independent. Ms. Daley would need to obtain a business license. A discussion was held, and the committee asked for Ms. Daley to speak to the Promotion Committee so that everyone can get her input.

New Business

1. Update on CVB’s mobile app plans for Perry – Tara Poole  
Ms. Poole told members that there have been no updates on creating a mobile app for Perry since former CVB director Sandi Smelzer left. Committee member McLendon reminded members that apps are very expensive. Ms. Edgemon asked Ms. Poole to mention the app plans at the CVB next board meeting to see if anyone has any suggestions.
2. Discuss Easter Egg Hunt  
Ms. Edgemon reminded the Promotion Committee that a downtown Easter egg hunt had been suggested in 2015. Committee member Arrington told members that she has contacted Eatonton about their Easter egg hunt but has not heard back from them. She suggested having the event outside and closing Carroll Street. Older children could hunt eggs on the street, and younger children could hunt eggs in the grass, possibly on the courthouse lawn. It would be need to be made clear that there will be no eggs in the shops. Ms. Arrington would like to see adults shop that day, too. Ms. Edgemon offered to talk to the Eatonton manager to find out specifics about their Easter egg hunt.

Committee member McLendon told members that she is working with Peggy White, an artist who did paintings for the Perry Proud kick-off last year. The two dates Ms. White is

looking at are March 19 and 26. Members agreed that it would be a good idea to have both events on the same day. Promotion committee members decided on Saturday, March 19, to have the Easter egg hunt. Committee member McLendon will check with Ms. White to see what date is best for her. The committee will receive an update after committee member McLendon has an update on Perry Proud and the merchants association has met to discuss the egg hunt event.

3. Discuss proposed 2016 work plan items  
Ms. Edgemon told members that the Main Street Advisory Board is getting ready to work on its 2016 work plan and wants to know if the Promotion Committee wants to add anything to their list of priorities on the plan. Ms. Edgemon reminded members of the items in the work plan that promotion will administer. Ms. Edgemon asked members if they wanted to add First Friday to their work plan. Per Chairman O'Neal, First Friday will have to have the Perry Downtown Merchants Association's approval. Committee member Bailey said the promotion committee should help promote First Friday events. Committee member Scragg said she does not want the promotion committee to become event planners, except for planning Main Street' event, Buzzard Drop. Ms. Edgemon asked if the promotion committee wants Main Street to partner with the merchants association to help provide information about the required approvals, deadlines for council agendas, writing news releases, etc., to help make sure events are promoted and planned successfully. The committee decided to table this item to the Merchants Association and Main Street.
4. Discussion appreciation lunch for Public Works employees who assisted with Buzzard Drop  
After a brief discussion, it was decided that the Coffee Cup will cater the luncheon and it will be held at the Public Works building. Ms. Sewell agreed to pick up drinks and extras, and she will check on a date that will work for public works and let the committee know.

Chairman Items – none

Other

Per committee member Arrington, the Perry Downtown Merchants Association has created a master calendar. She will email it to members. She reminded members that they will need help for the Wine Tasting event that will be held on Friday, June 3, and Sweets & Treats at Halloween. Chairman O'Neal suggested Sweets & Treats be held on Saturday, October 29. Ms. Arrington will relay that suggestion to the merchants association.

Adjourn

With no further business, the meeting was adjourned at 12:58 p.m.