

Perry Main Street Program – Promotion Committee  
Minutes – February 17, 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 and Joe Brownlee.

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

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

Minutes: Committee member Arrington made a motion to approve the January 20, 2016, minutes as presented. Committee member Scragg seconded the motion. The minutes were unanimously approved.

Visitors

1. Discuss assistance for progressive wine tasting event – Friday, June 3 – Trish Cossart  
Committee member Arrington said the Special Events Committee of the merchants association will plan the wine tasting and will let the Promotion Committee know what it can do to assist in advertising, etc.

Old Business

1. Discuss spotlight program – Per Ms. Edgemon two of the last three spotlights did not get back in touch with her to prepare a news release. Committee member Scragg suggested getting Ms. Cossart to discuss at the next PDMA meeting. The committee unanimously selected B & V Printing for the next spotlight.
2. Cancellation of current farmers’ market contract  
Per Ms. Edgemon Mr. Gilmour recommended that the Promotion Committee cancel Ms. Daley’s current contract. Committee member Brownlee made a motion to cancel Jodi Daley’s contract on February 27, 2015. It was seconded by committee member McLendon and unanimously approved.
3. Discuss farmers’ market status – Ms. Daley will continue to operate the market at Roughton Park independently. Main Street will help her if needed.

New Business

1. Discuss oversight of First Friday events and calendar  
Marty Myers was asked to come to the Promotion Committee meeting but declined. Mr. Myers is a member of the Perry Arts Center Committee, which has been sponsoring the First Friday events. Per committee member Arrington, there needs to be better communication between PDMA and the Perry Arts Center Committee. Committee member Scragg suggested it not be called First Friday because it will confuse the public if events are not held each month. Ms. Edgemon and Ms. Cossart have asked the Promotion Committee to have oversight of the First Friday events.

2. Discuss incentive for property owners to be open during First Friday events  
This will be revisited next month.
3. Discuss status of Buzzard Drop  
The Perry City Council voted to move the Buzzard Drop Committee to operate under the Perry Public Arts Commission.
4. Discuss work plan priorities  
Ms. Edgemon discussed some items that were added to the Promotion Work Plan by Main Street Advisory Board, per her request to identify some 2016 work plan priorities. After reviewing the work plan, committee members recommended some revisions. Ms. Edgemon will present the priorities to the Main Street board to review as she prepares the budget request.

Chairman Items – none

Other – Ms. Edgemon said DDA Chairman David Grossnickle has suggested doing a car show downtown as a fundraiser. The Design Committee has discussed selling trees, like benches, as a fundraiser as trees need to be replaced.

Adjourn – With no further business, the Main Street Promotion Committee was adjourned at 12:53 p.m.