

Perry Main Street Program – Promotion Committee  
Minutes – March 16, 2016

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

Roll: Chairman O’Neal, committee members Samantha Arrington, Darlene McLendon and Kelly Hillis

Absent: Committee members Andrew Presswood, Lindsay Bailey and Joe Brownlee

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

Minutes

After reviewing the February 17, 2016, meeting minutes, committee member Arrington made a motion that they be approved. The motion was seconded by committee member McLendon, and the minutes were unanimously approved.

Visitors: Erica Stewart, Business Manager for James Farmer, Inc.

1. Discuss assistance for progressive wine tasting event – Friday, June 3 – PDMA

Erica Stewart gave committee an update on the progressive wine tasting event, which the Perry Downtown Merchants Association will host. They will be doing a lot of advertising including social media, posters, *Houston Home Journal* and *Macon Telegraph*. They would like to get materials to Warner Robins, including the Robins Air Force Base, and Macon. Volunteers are needed from the Promotion Committee to help take tickets and direct foot traffic. Each merchant has tickets to sell, and tickets can also be purchased at the event. There will also be tickets for designated drivers at a discount. Chairman O’Neal suggested they put information in the *Telegraph’s Out and About* calendar. It was also recommended that it the event be posted on news calendars for local TV stations. Ms. Edgemon mentioned that the event advertising could qualify for a matching media grant.

Old Business

1. Discuss business spotlight program – The spotlight for March was B & V Printing. For upcoming spotlights, the committee selected A couple of Jerks for April and Lickin’ Good Donuts for May.
2. Discuss oversight of First Friday events and calendar  
Chairman O’Neal had a meeting with Susan Verocchi at Perry Arts Center to discuss First Friday events but has not heard anything back. Ms. Edgemon said she emailed Marty Myers her media contact list. Chairman O’Neal noted that a list of steps for groups to follow when hosting an event has been prepared.

New Business

1. Update on Dogwood Festival  
According to committee member McLendon cars will be painted on Saturday, March 19, in the 1000 block of Carroll Street from 9 a.m. to 1 p.m. Daisy Patch will also be there selling wreaths, bows and swags. T-shirts will also be sold. The Chamber of Commerce has partnered with the Perry Downtown Merchants Association to give anyone that has their car painted a shopping pass.

Ms. McLendon said the Kids Zone will be moved this year to the parking lot next to Perry Players. The hot air balloon festival will be start at 6 p.m. at the fairgrounds. It will include 12 hot air balloons and the south rock band Backwoodz Branded. Ms. McLendon also mentioned there would be aerial photography this year.

2. Discuss incentive for property owners to be open during First Friday events  
Ms. Edgemon said she has put \$1,200 in the budget request so that there can be a \$100 gift card drawing each month for businesses staying open until 8 p.m. during these kinds of events.
3. Approve work plan priorities and budget request  
Ms. Edgemon reviewed the work plan with members. She also reviewed the new Community Transformation Strategies-based 2016 work plan. Committee member Hillis made a motion to approve the work plan priorities and budget request, and committee member Arrington seconded the motion. It was unanimously approved.
4. Discuss video/slideshow to promote downtown Perry  
The city has released the brand for Perry. It is "Perry-Where Georgia Comes Together" and can be used for individual businesses also. Examples are attached to the agenda.

Per Ms. Edgemon, Terre Walker has volunteered to put together a video slideshow to promote downtown for the city's website. Chairman O'Neal said Beth Baker is a good videographer and has done things for the fairgrounds and Guardian Center. Ms. Edgemon will contact her. Chairman O'Neal volunteered to do the voice part of the video.

Chairman Items – none

Other: Chairman O'Neal announced Jettison Blue will play at the Perry Arts Center on April 12. The cost is \$5, and Lucy's Burger will cater the event.

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