

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.