

Perry Main Street Program Promotion Committee
Minutes – May 18, 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 Joe Brownlee

Absent: Committee members Darlene McLendon, Lindsay Bailey and Andrew Presswood

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

Minutes – Review and approve April 20, 2016 meeting and May 5, 2016 special called meeting minutes
The minutes were tabled because there was not a quorum present.

Visitors

1. Discuss assistance for progressive wine tasting event – Friday June 3 – PDMA
Committee member Arrington reported that the Perry Downtown Merchants Association (PDMA) is getting the wine list ready and is interested in live music for the event. Chairman O’Neal recommended a musician, and Ms. Arrington said she will contact him.
2. Discuss outdoor dinner event and promoting new brand – Council member Robert Jones
Ms. Edgemon said council member Jones could not attend the meeting asked that the matter will be tabled.

Old Business

1. Discuss business spotlight program – Ms. Edgemon said she did not receive a response from Lickin’ Good Donuts. The next spotlights will be Kids America and Enterprise Rent-a-Car.
2. Discuss hosting fall event – Chairman O’Neal said the committee had been talking about partnering with PDMA to host an Oktoberfest event. Recently, on Facebook a similar event has been announced to be held on September 17, which will feature a homebrewed beer competition. The date coincides with the Perry Music Festival. Chairman O’Neal said it probably would not be a good idea to have another similar public event so close to that in time. Ms. Edgemon thinks it will be a good idea to put this information on the PDMA agenda to discuss at their next meeting. She also stated that at this time, the September 17 event has not been approved by Mayor and Council.

New Business

1. Select three projects to complete in 2016 – The committee selected the following projects:
 - a. Research and plan for fall event
 - b. Support PDMA with winetasting event
 - c. Partner with PDMA on Small business Saturday
2. Divide contact list for GNFA events that want activities downtown
Ashley Brown, commercial sales director at the Georgia National Fairgrounds, sent Ms. Edgemon a list of the events whose attendees wanted to have activities downtown while they are here. Ms. Edgemon will divide the list and send it out with a script that includes the time of year and attendance at the events, per Chairman O’Neal’s request. Chairman O’Neal suggested Blackberry Breeze band play downtown during the NBHA Youth Championship.

3. Discuss event policy

After reviewing the event policy, committee member Joe Brownlee suggested that Ms. Edgemon review some of the other policies from similar cities and compare. Ms. Edgemon said it is important to know what criteria the Main Street Promotion Committee uses to decide whether to partner to host an event or decline. If the committee does partner with the event coordinator or someone on the event and city council approves, then the liability insurance and other fees could be waived; if the committee does not partner on the event, the group hosting the event will have to have liability insurance plus a fee to have the event and police present. Committee member Arrington asked how this would be controlled. Chairman O'Neal said this is the reason for the event check list, and council can stop unapproved events from happening on public property. Ms. Edgemon will review other policies and get back to the committee.

Chairman Items – Chairman Bill O'Neal asked if the Buzzard Drop Committee could apply for a matching media grant. The committee operates under the Perry Public Arts Commission. Ms. Edgemon said thinks the proposed advertising campaign would be eligible.

Other – none

Adjourn- With no further business, the Promotion Committee was adjourned at 12:42 p.m.