

Perry Main Street Program – Promotion Committee  
Minutes – August 17, 2016

Welcome – Chairman Bill O’Neal welcomed everyone to the meeting at 12:02 p.m.

Roll: Chairman O’Neal, Committee member Samantha Arrington, Darlene McLendon, Joe Brownlee and Andrew Presswood.

Absent: Committee members Allison Hamsley and Lindsay Bailey

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

Visitors: Ellen Palmer, Digital Communications Manager, and Kevin Dye, Leisure Services Department Director

Review and approve minutes for June 15, 2016, and July 20, 2016, meetings

Committee member Arrington made a motion to approve the June 15, 2016, meeting minutes as presented; committee member McLendon seconded the motion and they were unanimously approved. The July 20, 2016, minutes were tabled because only one committee member present had attended that meeting.

Old Business

1. Review Sweets and Treats special event request  
Ms. Edgemon discussed the new form to be used for upcoming downtown events. After review a motion was made by committee member McLendon to recommend approving the Sweets and Treats request on October 31 from 4-6 p.m. It was seconded by committee member Presswood and unanimously approved. It was also recommended by committee members to leave the street open by the old courthouse until 5 p.m. for people to allow access to the Board of Elections office.
2. Update on Small Business Saturday  
Per committee member Arrington, there is no update on Small Business Saturday at this time, but she will have a committee report next month. She had also made a request that the Promotion Committee partner with the Perry Downtown Merchants Association for this event. The committee agreed, and Chairman O’Neal said it would be an official Main Street event.
3. Review suggestions from survey for NBHA 2017 event  
Ms. Edgemon reviewed suggestions from the surveys given out during the NBHA event. Committee member McLendon told members that movie night did not work well in the past because it did not get dark enough to show a movie outdoors until 9 p.m. Ms. Edgemon suggested giving out coupons to encourage shopping at downtown businesses; the groups discussed creating one sheet so they won’t cost as much to produce as a book. Ms. Edgemon said she will talk to the Merchants Association about the idea and report back to the committee next month.

New Business

1. Authorize \$120 expense to measure billboards.

Chairman O'Neal said the Frees will allow the committee use two billboards at I-75 exit 136 for advertising and will notify the committee which ones will be available after Hardee's selects the billboards it will use. The billboards must be measured, he said. Committee member Brownlee made a motion to authorize Creative Signs to measure the signs for \$120. Committee member Presswood seconded the motion, and it was unanimously approved.

2. Discuss Pokémon Go activities

After a brief discussion, it was decided to let each individual business promote their own ideas regarding Pokémon because of potential hazards.

3. Discuss February outdoor movie event to promote new brand and possible sponsorships

Mr. Dye, director of the Leisure Services Department, Ms. Edgemon and Chairman O'Neal talked about having an outdoor movie at the old courthouse and having some type of food to eat. Mr. Dye has already secured a vendor for Feb. 10, 2017. He has a contact for the screen and movie. He would ask the committee to help publicize it. He said Leisure Services would pay for movie expenses, which are already in their budget. The committee suggested posted a sign that says anyone under 18 will have to be accompanied by an adult. Committee members asked about bringing small heaters if the weather is cold, but this would have to be approved by the city. Chairman O'Neal asked committee member McLendon to assist with selecting the movie for this event, explaining that maybe a romantic comedy might be nice as long as it is "G" rated.

4. Discuss Perry Downtown Marketing and Promotion Plan

Ms. Edgemon said the City Manager wants to make sure the Downtown Development Authority and Promotion Committee do not duplicate efforts, so she has outlined the marketing and promotion tasks each oversees. This plan takes existing information from work plans for Main Street and the DDA, as well as areas outlined in the strategic plan where Main Street and DDA were identified as partners to assist the city in these goals. Ms. Edgemon explained she provided suggested projects that DDA and Main Street can do to implement those goals. A lot of this information is already on the current work plans. The plan needs to be approved by the Promotion Committee and DDA. Chairman O'Neal asked that the promotion committee be allowed to adopt this plan at the next meeting so that more time can be given to review it. Ms. Edgemon confirmed that it can be tabled until the next Promotion Committee meeting.

Chairman Items – none

Other – Committee member Arrington asked how the committee will make money now that most of the downtown benches have been sold. Ms. Edgemon explained that the net proceeds from the sale of memorial benches funds the matching media grant program, and new funding source will need to be found to continue the grant. Chairman O'Neal suggested planting a tree in someone's honor.

Committee member Presswood brought up the problem of businesses receiving grants and then moving within a few months. Ms. Edgemon said requirements for grants are being tweaked to address this.

Kerri Moore Interiors is moving from Carroll Street to the former gas station by the Perry Drug Store on Macon Road. Committee member Brownlee said things are getting ready to move at the New Perry Hotel.

Adjourn – With no further business, the Promotion Committee was adjourned at 12:55 p.m.