



Perry Main Street Program

City of Perry, Georgia

November 16, 2016

Noon – Perry City Hall

2nd floor conference room

***PROMOTION COMMITTEE
AGENDA***

Welcome

Minutes

Review and approve minutes for October 19, 2016, meeting

Visitors

Old Business

1. Update on Buzzard Drop matching media grant application
2. Update on Small Business Saturday passport and selfie contests
3. Update on proposed lamp post banner designs
4. Discuss outdoor movie night cartoon, movie selection and restroom facilities

New Business

1. Review PDMA holiday shopping campaign matching media grant application

Chairman Items

Other

Adjourn

Perry Main Street Program – Promotion Committee
Minutes – October 19, 2016

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

Roll: Chairman O’Neal, Committee members Samantha Arrington, Darlene McLendon and Brittany Driesbach

Absent: Committee members Allison Hamsley, Joe Brownlee and Andrew Presswood

Staff: Catherine Edgemon, Main Street Coordinator; Ellen Palmer, Digital Communications Manager; and Trisha McMillan, Recording Clerk

Visitors: none

Minutes – Review and approve minutes for July 20, August 17, and September 20, 2016 meetings
Committee member Samantha Arrington made a motion to approve the minutes for the July 20, August 17, and September 20, 2016, meetings. Committee member McLendon seconded the motion; all in favor and were unanimously approved.

Old Business

1. Discuss Perry Downtown Marketing and Promotion Plan
Ms. Edgemon said the Promotion Committee previously requested additional time to review the plan. Committee member Arrington made a motion that the Perry Downtown Marketing and Promotion Plan be approved, and committee member Driesbach seconded the motion. It was unanimously approved.
2. Discuss outdoor movie plans – Committee member McLendon offered movie suggestions for this event on Friday, February 10, at 7 p.m. The committee discussed whether the movie should be for a family night or for a date night and agreed that because the date will be near Valentine’s Day, the event will be promoted as a date night. The committee selected *Casablanca* as the movie and decided to have 15 minutes of public service announcements and a cartoon before the movie. Committee member Arrington suggested having a food truck at the event. Committee member McLendon has a contact and will check to see if that truck can come that night. Ms. Edgemon will ask having wine and glass bottles at the event could be an issue.
3. Review Small Business Saturday selfie contest rules
Ms. Edgemon reviewed these rules with members. The selfie must be taken on Saturday, November 26, from 10 a.m. to 4 p.m. at a participating business to be eligible for the contest. The hashtags are #shopsmallperry and #shopdowntownperry.

New Business

1. Review Buzzard Drop matching media grant application
Chairman O’Neal told members that the Buzzard Drop Committee applied for a matching media grant of \$300 to offset the advertising costs of the event, which will help with the cost for posters, postcards, an ad in *Out & About* and banner advertising on the *Macon Telegraph* website. Committee member McLendon made a motion to approve the Buzzard Drop matching media grant in the amount of \$300. Committee member Arrington seconded the motion, and it was unanimously approved. Chairman O’Neal abstained from voting.

Per Ms. Edgemon it is also necessary for the Promotion Committee to approve the event application for the Buzzard Drop and explained that the event details are same as for the previous events. Committee member McLendon motioned to approve the event application for the Buzzard Drop. Committee member Driesbach seconded. It was unanimously approved.

2. Discuss proposed lamp post banner designs

Ms. Edgemon distributed updated copies of proposed banner designs to members. The committee's consensus was the larger banner with teal would look the best. After reviewing the smaller banners, the committee selected Option 2. Committee member Driesbach suggested "Welcome to" be written in script, which Ms. Edgemon will email to the committee for review.

Chairman Items – Chairman Bill O'Neal announced there will be a Plein Art Paint Event on April 13-15, 2017. This is an outdoor event where artists paint what they see anywhere they want in the city. Meg Mehserle is spearheading this event, along with the Public Arts Commission. Chairman O'Neal suggested that the committee assist at this event also. At the end of the event, the artists will meet and offer their artwork for sale. The last time this event was held, the artists went to Rozar Park and painted a scene of the park and bridge.

Chairman O'Neal's announced on February 4, 2017, Jettison Blue will have a concert at the Perry Arts Center. There will be three bands, and Lucy's Burgers & Dogs will provide food.

Other – Ms. Edgemon will email the conflict of interest form to members to read, sign and return to her.

Adjourn – With no further business, the Promotion Committee was adjourned at 12:48 p.m.

Downtown



Corridor



CONTRACT



WMAZ
 1314 Gray Highway
 Macon, GA 31211
 (478)752-1313

www.13wmaz.com

And:

Perry Downtown Merchants Association c/o Cossart D
 924 Carroll Street
 Perry, GA 31069

<u>Contract / Revision</u> 1322556 /		<u>Alt Order #</u>
<u>Product</u> Perry Main Street		
<u>Contract Dates</u> 11/30/16 - 12/17/16		<u>Estimate #</u> 2016
<u>Advertiser</u> Perry Downtown Merchants Association c/o C		<u>Original Date / Revision</u> 11/07/16 / 11/08/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WMAZ	<u>Account Executive</u> Greg Oliver	<u>Sales Office</u> Macon Local Sa
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 108326		<u>Advertiser Ref</u> 108326

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 1	WMAZ	11/30/16	12/15/16	5a-1237a (M-F)	5a-1237a (M-F)		:15				NM	27	\$2,160.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	11/28/16	12/04/16	--45---				9	\$80.00					
	Week:	12/05/16	12/11/16	--45---				9	\$80.00					
	Week:	12/12/16	12/18/16	--45---				9	\$80.00					
N 2	WMAZ	12/03/16	12/10/16	Local News @ 7a Sa	7-9a		:15				NM	4	\$220.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	11/28/16	12/04/16	-----2-				2	\$55.00					
	Week:	12/05/16	12/11/16	-----2-				2	\$55.00					
N 3	WMAZ	12/17/16	12/17/16	Local News @ 7a Sa	7-9a		:15				NM	2	\$120.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	12/12/16	12/18/16	-----2-				2	\$60.00					
Totals												0.00	33	\$2,500.00

Time Period	# of Spots	Gross Amount	Net Amount
11/01/16 - 11/30/16	4	\$320.00	\$320.00
12/01/16 - 12/17/16	29	\$2,180.00	\$2,180.00
Totals	33	\$2,500.00	\$2,500.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Standard Terms: Your purchase of advertising is subject to the TEGNA Media Standard Advertising Terms and Conditions ("Standard Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the 'Advertise With Us' section under the 'About' tab of Station's website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this Contract relates, (ii) the date the campaign contemplated by this Contract first launches, or (iii) the date on which you pay any amounts specified on an Invoice related to this Contract.

Non-Discrimination: TEGNA Media and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



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**Perry Main Street Advisory Board
Matching Media Grant Program Application**

Date: November 9, 2016 (Please, print your information and use blue or black ink.)

Name of Applicant: PDMA- Perry Downtown Merchants Association

Name of Business: Perry Downtown Merchants Association

Business Physical Address: 924 Carroll Street, Perry, Georgia 31069

Applicant's Mailing Address: 924 Carroll Street, Perry, Georgia 31069

Phone Number(s): 478-224-1127/ 478-224-7798 (Marketing Rep. Michelle Rhoades)

Email Address: info@shopdowntownperry.com

Web Address: shopdowntownperry.com

Proposed Media Campaign Concept/Description (Please indicate the types of media that will be used in proposed campaign—Radio, Television, Print, Web, TAP Kiosk, Billboard or Other): _____

Please see attached invoice describing our campaign in detail

15 second spots of Television Commercials, promoting downtown during our Holiday Shopping Season

Why/How will the proposed media campaign enhance or improve your business in Downtown Perry?

It will help promote the downtown area during our extended shopping hours in December.

TV is the best form of advertising, this will ensure steady traffic during the busiest time of year.

