

Canton, Georgia

*151 Elizabeth Street
Canton, Georgia 30114*



Minutes - Final - Final

Wednesday, March 8, 2017

5:30 PM

Promotions Committee

151 Elizabeth St

Main Street Board

- 1) Call To Order**
- 2) Old Business**
 - a. Finalize 2017 First Friday Band Lineup**
- 3) New Business**
 - a. April First Friday Planning**
 - b. Farmers Market Planning**
 - c. Discuss/Revise if Necessary First Friday Sponsorship Levels**
- 4) Committee Member Introduced Items**
- 5) Next Meeting, April 15, 2017 ???**
- 6) Adjourn**

Minutes

1) Call To Order 6:32pm – Attendees Ray DeLuca, Pat Gold, Janice Kennedy, Speedy Smith, Jeff Brown, Stephen Shelnutt, Micki Farley

2) Old Business

a. Finalize 2017 First Friday Band Lineup – All Bands have been contacted and confirmed except for August with Bobby Miller as Michael Jackson/Prince. Seeing the proposed contract only offered 2hrs of performance, requested 2 dressing rooms, food for 12 and several other issues, we have decided to see if Atlanta Rhythm and Groove (backup for May) is available for the August event. Pat will contact the band tomorrow.

3) New Business

a. April First Friday – We will limit the number of street vendors (non-food) to 20 this month and see how it goes as several members of the Board are still in favor of eliminating vendors all together. Encourage folks to dress for “Blue Suede Shoes” attire, but we will not hold a contest this month. Check with Bob to see if he will show a movie for this event (an Elvis movie would be appropriate). Lions Club has requested a booth and said they did NOT sell anything last year. Our rule starting last season, was any vendor must have a tangible item available for immediate sale, so they will be asked to follow the rules or not attend as a vendor. Girl Scouts asked if they could be a vendor and also asked if they had to pay the \$30 fee (would be most of their profit). Several members offered to pay their sponsorship. Pat will disseminate the sign-up sheet to request for volunteers to help with this event.

b. Farmers Market Planning – Applications are coming in steadily. So far we have a new juice vendor, additional kettle corn vendor, 2 new farms and one new soap vendor. We will be participating in the Annual Cherokee County Agriculture Expo on Friday, 10 March from 4-8pm at River Church. A SignUp.Com invite will be created to solicit help for managing the Market this season. Whim-Wham Art Farm has agreed to do 6 weekends, Micki and Frank will do 6-10, but there are several weekends remaining and

there will be weekends where additional help is needed. Ray DeLuca sent an email to Billy Peppers requesting a meeting to discuss speakers and hookups in the gazebo for connecting iPod, Laptops, etc. to play music for small events. He is awaiting a response.

c. Discuss/Revise First Friday Sponsorship Levels – The majority of the meeting centered around this discussion, but we did propose changes for Pat so she can begin to notify those businesses that have offered sponsorship funding for First Fridays.

i. Remove “Periodic” from MC Announcements

ii. Remove “Spot in all Parades” as there are no parades sponsored by Main Street

iii. Modify Press Releases as... “Inclusion in a Tiered Full Page Sponsorship Press Release...”

iv. Amend “Facebook for a Day” as tiered items \$10K=5 days, \$7500-9,999=3 days, \$5K-7,499=1 day. Remove entirely from other levels

v. Removed sponsor announcement from \$500 sponsor

vi. Add Booth at Sponsored Event for \$500 sponsor

4) Committee Member Introduced Items – Pat Gold reminded everyone our next Networking Meeting will be held on March 15th at Connelly/Walker/Flint at 5:30. Micki will purchase wine, Ray will bring beer and Pat will arrange for food. The May meeting will be held at Local on North and July at Queenies where food will be provided (cash bar) by those restaurants with a \$500 budget each.

5) Next Meeting, April 12, 2017

6) Adjourn