

Retail/Image Development Committee Meeting Minutes
Meeting Tuesday, August 20, 2013
8:00 am at Country Traditions

In Attendance:

Shelly, Schweser's: Brian, Abe Krasnes: Ginger, Blue Bottle Coffehouse/Blue Yoga: Deb, Sampter's: Troy, Max Design; Rachal, Lou's Sporting Goods: Sheryl, MainStreet: Meldene, Interior's Plus Designs: Leslie, Country Traditions: Jenefer, In Bloom.

Meeting Topics/Discussion:

Announcements:

July's Punch Card winner was.....Ron Sandeen

The 2013 Christmas Express event for November has been canceled due to low interest and planning participation.

Discussion:

Future Direction of this committee: It was great to have such a nice turn out for this meeting. There was much back and forth discussion on various topics related to this committee. So Brainstorming of ideas and discussion.

The committee decided to combine this committee back with the Main Street Promotions committee and change the meeting date and times, to try to accommodate more members to attend. Possibly a rotation including a lunch meeting and early evening meeting times. It was suggested that the meeting could focus the first 30 minutes of each meeting covering general information and then the second 30 minutes would be in subcommittees developing work plans for the events and projects. Sheryl will talk with Hayley (Promotions Committee Chair) and work out a schedule for the combine group for future meetings. For now the next meeting will be September 17 at 5:30 at J's Steakhouse, party room.

The committee group after some discussion, thought an **Downtown, Christmas Open House** on the dates of the Christmas Express (November 7,8,9) would be a fitting replacement of the past event and do able in the existing time frame. There would be no rules, businesses could do what they wanted on the three days. Mainstreet would develop a general Christmas Open House poster and cover a general ad promotion of the event. Jennifer, agree to chair the activity. Brian, would walk the street with filers and promotion to fellow businesses, Troy was asked to develop a general filer/image for all to use in their own promotion of the event.

The Next Promotions Committee Meeting will be:
Tuesday, September 17, 2013
5:30 pm at J's Steakhouse, party room.

New committee and project chairs will be selected at this meeting. We look forward to seeing you all there!

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