

GMACC Community Promotions Committee

Thursday, January 10, 2019
Noon The Depot Community Room

Mission: "This committee will facilitate and coordinate promotions for the Madison area community."

MINUTES

Call the Meeting to Order: Co-Chairs Peg Roehrich and Stace Osthus

Members Present: Sharon Patch, Sarah Cronin, Peg Roehrich, Stace Osthus, Cam Shafer, Travis Sterzinger, Sheila Mott, Jamie Hybertson, Eric Hortness, and Courtney Storm.

Review of Minutes: November 8, 2018 (no meeting held Dec 2018)- Stace Motioned, Cam Seconded.

Review of Agenda: January 10, 2019- Stace Motioned, Cam Seconded.

Old Business

1. Shop Local Promotion
 - a. Storefront Decorating Contest
 - i. Winners: Overall Winner: Dar's Hair Salon, Community Spirit: Trojan Zone, Holiday Spirit: Unique Boutique, Welcoming: F&M Coop Oil, Originality: Sundog, and Secret Sauce: H&R Block/Ameriprise.
 - b. Black Friday/Small Business Saturday
 - i. A good majority of businesses didn't have hardly any registrations. Look at something different for 2019?
 1. Doesn't make people go out shopping, just a nice bonus for those who do.
 2. Travis brought up more promotion next year. The committee agreed. Will keep the event and try to promote more.
2. Madison's Magical Christmas: December 1st: CANCELLED
 - a. Day With Santa
 - i. Rescheduled to December 8th
 - ii. 6 activity stations
 - iii. Good flow- all things considered good turnout
 - b. Santa Buddies
 - i. Will be the movie in 2019, no charge
 - c. Sleigh Rides
 - i. Received a refund for our \$500
 - d. Tree Lighting-CANCELLED
 - e. Other thoughts or comments

New Business

1. 2018 Community Promotion Events tentatively scheduled from Past Year Events
 - 1.Lake Appreciation- Thoughts on doing this again with the LMDA in August?
 - a. Eric and Courtney were the only ones there
 - b. Not as effective as we had hoped. We will reassess if they contact us again in 2019.
 - 2.Madison Discovery Day: Saturday, July 27, 2019
 - a. Inflatables- there is a possibility the Chamber will be purchasing some to use for DownTown in MadTown which would help with our expenses for this event as well.
 - 3.Chamber Welcome to DSU Students-Move in Day: Should be August 23rd, 2019
 - a. Will utilize to promote College Night DownTown in MadTown.

- b. Potentially utilize as our "College Palooza" Idea. Committee to think and bring back ideas to February Meeting.
- 4. Chamber Trick or Treat: Wednesday, Oct 31st, 2019
- 5. Shop Local Promotion: Friday, November 29th, 2019
- 6. Storefront Window Decorating: Saturday, December 7th, 2019
- 7. Madison's Magical Christmas: Saturday, December 7th, 2019
 - a. Group looked at adding a star to the tree this year
- 8. Additional Ideas?
 - a. Spring ideas?
 - a. Amazing Race from 2017-Peg and Stace to get in touch with Laura.
 - b. Easter-Look at doing some sort of East Egg Hunt similar to the Traveling Trojan in the Fall.
 - c. We will discuss more at the February meeting.

Upcoming Events

1. Madison Regional Health System Foundation Winter Gala: January 25th
2. Madison/DSU Hosts the Legislature Tuesday, Jan 29th
3. Legislative Cracker Barrel: Jan. 26th 11:00 AM -12:15 PM at MHS Auditorium

Next Meeting: February 14th, 2019 | Noon @ The Depot

Adjournment: 12:29 pm