

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

**AGENDA**

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

**Review of Minutes:** November 9, 2017 (no meeting held Dec 2017)

**Review of Agenda:** January 11, 2018

Old Business

1. Shop Local Promotion
  - a. Storefront Decorating Contest
    - i. Judged on December 2<sup>nd</sup>
    - ii. Winners: Holiday Spirit- Encore Family Store, Originality-Central Business Supply Co., Welcoming to Visitors-Montgomery's, Community Spirit-H&R Block/ Ameriprise, Other (Secret Sauce)- Dar's Salon of Hair Design, and 2017 Overall WINNER-Vast Broadband
  - b. Black Friday/Small Business Saturday
    - i. 18 Gift cards for a total of \$350 given away
    - ii. 1200 registrants; 29 boxes placed at businesses
2. Madison's Magical Christmas: December 2nd
  - a. Day With Santa
    - i. 50-degree weather; 425 children attended with parents estimated 1,300 attendees
    - ii. 7 activity stations
  - b. ELF
    - i. 30 Kids attended
  - c. Sleigh Rides
    - i. Continuous flow of people- approx. 200; \$177 in free will donations
  - d. Tree Lighting
    - i. Great Turnout
    - ii. Smores by the tree were a hit
  - e. Other thoughts or comments on the day as a whole

New Business

1. 2018 Community Promotion Events tentatively scheduled from Past Year Events
  1. Lake Appreciation- will be done in conjunction with the Lake Madison Development Association Annual Picnic. Storm will contact Mike Anderson early spring for a confirmed date.
  2. Madison Discovery Day: Saturday, July 28, 2018
  3. Chamber Welcome to DSU Students-Move in Day: August 17<sup>th</sup>, 2018
  4. Chamber Trick or Treat: Wednesday, Oct 31<sup>st</sup>, 2018
  5. Shop Local Promotion: Friday, November 23<sup>rd</sup>, 2018
  6. Storefront Window Decorating: Saturday, December 1<sup>st</sup>, 2018
  7. Madison's Magical Christmas: Saturday, December 1<sup>st</sup>, 2018
  8. Additional Ideas?
    - a. Spring? Amazing Race idea from 2017?

Upcoming Events

1. Madison Regional Health System Foundation Winter Gala: January 20th
2. Madison/DSU Hosts the Legislature Tuesday, Jan 30<sup>th</sup> all day
3. Legislative Cracker Barrel: Feb 10<sup>th</sup> 11:00 AM -12:15 PM at MHS Auditorium

**Next Meeting:** February 8<sup>th</sup>, 2018 | Noon @ The Pub House

**Adjournment:**