

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

**MINUTES**

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

Members Attending: Kim Schwenke, Sharon Patch, Holly Van Dyke, Josh Irish, Cam Shafer, Dick Fawbush, Chase Hanson, Peg Roehrlich, Stace Osthus, Travis Sterzinger, Eric Hortness, and Courtney Storm

**Review of Minutes:** November 9, 2017 (no meeting held Dec 2017) Motioned by: Dick and Stace second

**Review of Agenda:** January 11, 2018 Motioned By: Dick and Stace second

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
    - iii. ENCORE and Unique Boutique had good busy days.
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
    - iii. A lot of positive feedback
    - iv. Busiest it's ever been
  - b. ELF
    - i. 30 Kids attended
      1. Try to get a different type of movie to hold attention more
      2. More action and Hour long, hour and a half max
      3. More of a kid's movie
      4. More advertising in 2018
  - c. Sleigh Rides
    - i. Continuous flow of people- approx. 200; \$177 in free will donations
      1. Went really well
      2. Irish felt like he had a full sleigh every single ride
      3. Concessions were a good idea
      4. Peg will follow up with Trinity and see how well they did
      5. Concessions would be better if it was cold out
      6. Courtney will look into Schaefer Belgain Farms
  - d. Tree Lighting
    - i. Great Turnout
    - ii. Smores by the tree were a hit
      1. Very full crowd
      2. Need PA system; Will use The Pub PA System
      3. Caroling went well
      4. Potentially have caroling after Tree is lit
      5. Need a star
      6. Went through 4 bags of marshmallows
  - e. Other thoughts or comments on the day as a whole

- i. Committee liked that everything was all on one day
- ii. Bingo
  - 1. 10 cards turned in
  - 2. Potential for week long Bingo instead of one day
  - 3. Potentially start on Black Friday and help with that promotion

#### 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.
    - a. Will be done in August
    - b. Location will be determined by LMDA
  2. Madison Discovery Day: Saturday, July 28, 2018
    - a. Start planning in February/March
    - b. Softball tournament: Update flyer and send to Irish
    - c. Beer tasting event possibly: 3-5pm
  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
    - a. Look into crossing guards
    - b. Ask DSU about moving to Egan Ave
    - c. Block off Egan?
  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?
      - a. Table until February or when Laura Boecker is able to attend
    - b. Beer Olympics: Stadium, The Pub, Sportsman's, Sporty's, and Teezers(if they join)
      - a. 3<sup>rd</sup> Saturday in February: February 17th
      - b. Teams of 4-5
      - c. Games at each bar: Tournament Style
        - i. Beer Pong
        - ii. Spoons
        - iii. Tippy Cup
        - iv. Cornhole
      - d. Closing ceremony determining winners
      - e. Starting around 1-2pm
      - f. Like a pub crawl
      - g. Getting people into businesses
      - h. In conjunction with the Winter Olympics going on in February
      - i. Eric stated from a Chamber standpoint, we would be able to promote it but do not want our Chamber name on it
        - i. Re-name and promote the game not the drinking
        - ii. Encourage them to go to the bar not excessively drinking

#### 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:** 12:34pm

Minutes recorded by: Courtney Storm