

**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: Cam Shafer, Travis Sterzinger, Peg Roehrlich, Stace Osthus, Holly VanDyke, Dick Fawbush, Traci Rinckley, Sharon Patch, Chase Hanson, Sarah Cronin, Eric Hortness, and Courtney Storm

**Review of Minutes:** March 8, 2018- Dick motioned, Holly Second

**Review of Agenda:** April 12, 2018- Dick Motioned, Holly Second

Old Business

1. 2018 Community Promotion Events tentatively scheduled from Past Year Events
  1. Lake Appreciation- August sometime
    - a. Courtney Emailed Mike
      - a. Mike is very excited for the partnership. He has a meeting to set a committee 4/12/18 and will get in touch with me sometime after
  2. Madison Discovery Day: Saturday, July 28, 2018
    - a. Craig's Shaved Ice
    - b. Courtney to email Schools about picking the inflatables
    - c. Cam to run softball tournament?
      - a. Flyer ready
      - b. Cam to let Courtney know if he needs anything
    - d. ENCORE to donate gift certificate for the Bike Parade
  3. Chamber Welcome to DSU Students-Move in Day: August 17<sup>th</sup>, 2018
    - a. Kelli Whiteing will let us know as we get closer to time
  4. Chamber Trick or Treat: Wednesday, Oct 31<sup>st</sup>, 2018
    - a. Thoughts on blocking off side streets and leaving Egan N & S Open?
      - a. City nixed this idea
    - b. Need to get DSU players or High School kids to help with corners-crossing guards
      - a. Potentially a church group?
      - b. BoyScouts?
  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?

New Business

1. Downtown Tuesday Nights-Discover Downtown Events
  - a. Spearfish started Downtown Friday Nights in the summer
  - b. Brookings-Downtown at Sundown
  - c. Annie Creek Consulting Firm-Handle scheduling of the band, stage, sound
    - i. 10-12 years of experience in 8-10 communities
    - ii. Fee is \$8,000
    - iii. Total budget for 6 weeks is \$20,000
      1. Possibility to offset costs with Sponsors
    - iv. A lot of the fees are made up from the beer sales
    - v. Potentially work with Non-Profit groups on monitoring the beer stands and the inflatables and they receive a portion of the profits
    - vi. Provide a full website of resources including how to handle the event
  - d. 2019 Planning Committee?
    - i. Tuesday Nights, 4<sup>th</sup> of July through Labor Day, 6 weeks
    - ii. Block off a block of Egan Ave

1. Potentially moving blocks throughout the week
- iii. 6-9 pm
- iv. Inflatables, Food vendors, Beer, Music, FAMILY night
- v. Separate group from this committee- involve others
- e. Committee on board
  - i. Booths or Farmers Market and charge a fee?
  - ii. Open it up for extra revenue and income
- f. Eric and Courtney to potentially go check out Brookings this year
- g. Would have to take the week off for National Night Out
  - i. Potential for 3 weeks prior and 3 weeks after
- h. City Commission and Justin Meyer are on board

**Upcoming Events**

1. Priority Real Estate Ribbon Cutting: April 24<sup>th</sup>: 5:30 PM
2. Off the Clock-Madison Country Club: April 26<sup>th</sup>: 5-7 PM
3. Strive 605 Nutrition Ribbon Cutting: April 30<sup>th</sup>: 10 AM
4. Madison Kentucky Derby Party: May 5<sup>th</sup>: 1-7 PM
5. Spring Fling Wine and Brew Tour: May 12<sup>th</sup>: 10 AM -5 PM

**Next Meeting:** May 10<sup>th</sup>, 2018 | Noon @ The Pub House

**Adjournment:** 12:25 PM

Minutes Recorded by: Courtney Storm, GMACC Promotions and Committee Coordinator