

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 Attending: Sheila Mott, Stace Osthus, Peg Roehrich, Sarah Cronin, Travis Sterzinger, Melissa Hegg, Chase Hanson, Holly Van Dyke, and Courtney Storm

Review of Minutes: May 10th, 2018 -Stace Motioned, Holly 2nd

Review of Agenda: June 14th, 2018-Stace Motioned, Holly 2nd

Old Business

1. 2018 Community Promotion Events tentatively scheduled from Past Year Events
 1. Madison Discovery Day: Saturday, July 28, 2018
 - a. Monkey Balls from Dell Rapids?
 - b. Cam and Irish to run the Softball Tournament
 - c. Inflatables: Sign for the Toddler Play Area with Age on it
 - a. Living Hope to Monitor ONE Inflatable
 - d. Holly with ENCORE to do Gift Certificates for Bike Parade
 - a. ABATE to Lead Bike Parade
 - b. Look into a Megaphone
 - e. ENCORE, Camp Lakodia, and Cam (Josh Anderson-football players) to check on more volunteers for the other inflatables
 2. Lake Appreciation- Will be sometime in August
 3. Chamber Welcome to DSU Students-Move in Day: August 17th, 2018
 4. Chamber Trick or Treat: Wednesday, Oct 31st, 2018
 5. Shop Local Promotion: Friday, November 23rd, 2018
 6. Storefront Window Decorating: Saturday, December 1st, 2018
 7. Madison's Magical Christmas: Saturday, December 1st, 2018
 8. Additional Ideas?

New Business

1. Chamber taking people out of town for Wine Tours, and bringing people in for DownTown in MadTown
 - a. Melissa, Travis, Chase, and Stace voiced concern and questioned why the Chamber has been doing the Bus Tours when we are supposed to bring people to town. Courtney explained we are working a cross advertising effort by bringing our groups out and promoting Madison while we are there.
 - b. DownTown in MadTown also was brought up as many were concerned with bringing in outside bands and vendors rather than using Local. Courtney explained there were options for local vendors minus selling the beer and the band as all of that went through Consultant Firm Annie Creek.

Upcoming Events

1. SIX21 Trends Boutique Ribbon Cutting: June 16th: 9:45am
2. DownTown in MadTown Starting July 17th

Next Meeting: July 12, 2018 | Noon @ TBD

Adjournment: